

Council of Michigan Foundations

ONE SOUTH HARBOR AVENUE
P.O. BOX 599
GRAND HAVEN, MI 49417
PHONE 616/842-7080

DATE: October 26, 1988

TO: Board of Trustees

FROM: Improving Philanthropy Committee

Russell G. Mawby, Chairman

Herbert H. Dow

Peter R. Ellis

Willard S. Hertz

Gilbert Hudson

Kay W. Hunt

Dorothy A. Johnson

Ted L. Johnson

John E. Marshall III

Joel J. Orosz

W. Calvin Patterson III

Linda B. Patterson

Ranny Riecker

Leonard W. Smith

William S. White

RE: IMPROVING PHILANTHROPY PROJECT - PROGRESS REPORT

The committee met on Monday, September 26, 1988, at the W. K. Kellogg Foundation, at which time it reviewed the project's focus areas and directed the following future steps:

1. Michigan Nonprofit Resource Directory

The Council of Michigan Foundations granted the Accounting Aid Society of Detroit \$10,000 for the production costs of a directory listing the various individuals and associations within the state that provide training and services to nonprofit organizations. Promotional brochures were designed and distributed, and the Resource Directory was published jointly by the Accounting Aid Society and CMF in June 1988; to date 450 copies have been sold. All CMF Board Members have received a copy. The Improving Philanthropy Committee is pleased with the quality of the final product and is working with the Accounting Aid Society to devise marketing strategies.

2. Recognition Award

After researching existing volunteer recognition programs, the committee evaluated the current and potential awards in light of the Council's priorities regarding encouragement of volunteerism, impact, and duplication of effort. The Committee weighed potential CMF contributions against what it perceived as the long range impact of an additional volunteer honor and felt that it was not in the best interests of the Council, or of the state's voluntary sector, to proceed with the development of a new recognition award for voluntary contribution at this time. The Greater Michigan Foundation has for many years administered the Michigan Week Volunteer Awards. The Committee has offered the Greater Michigan Foundation encouragement to extend the visibility of these awards. Although no assistance has

been requested to date, Linda Patterson has been invited to be a member of the judging committee for next year's awards. This may lead to further interaction in the future.

3. Educational Programs

In addition to researching the issue of educational support for philanthropy and volunteerism, the Committee has conducted three surveys in an attempt to identify what current educational programs relate to philanthropy and volunteerism; what training and educational needs exist for nonprofit service providers; and what present and potential resources are available to support educational programs in the areas of citizenship responsibility and nonprofit management skills. The executive and statistical summaries of the surveys, showed that:

- a. Nonprofit service providers indicated a strong need and interest in this area;
- b. Grantmakers showed an interest in receiving more information about the issue, and some willingness to do more in the area; and
- c. Educators were relatively uninformed about both the national issue and the local need.

The Committee believed that it was appropriate for CMF to take further positive steps with regard to this issue. A working paper is being developed which addresses the issue and digests the results of the surveys. At a meeting on Wednesday, November 2, 1988, the Committee plans to develop a strategy for communicating this information to users, funders, and providers with potential.

Linda Patterson attended a meeting on September 13, 1988 to discuss with representatives from Walsh College their plans to offer a nonprofit management certificate program. The Committee shared our background and developmental materials with Walsh College as a test for whether or not the materials might be useful; they were received with thanks. The Committee has decided that it is important to be encouraging to all colleges and universities interested in establishing programs in this area, and to avoid being too closely identified with any one program.

4. Campus Compact Project

Campus Compact is a national program of the Education Commission of the States (ECS) which promotes a public service ethic among students. As a result of these meetings, President DiBiaggio

(co-chair of this project with Dr. Melvin L. Vulgamore of Albion) agreed to house the office for Michigan Campus Compact on the MSU campus, and the Kresge Foundation loaned one of its staff members, Deborah Wallace, on a part-time basis to facilitate development of the effort. Plans call for building a coalition of at least five private and five public colleges and universities to form a nucleus of a statewide compact. The initial five are:

- Albion College
- Hope College
- Lansing Community College
- Michigan State University
- Northern Michigan University

CMF is represented on the Campus Compact Planning Committee which met on September 12, 1988, to consider a draft proposal for the project including a mission and goals statement, staffing and budget proposals, funding strategies, and a short-term calendar. A Search and Screen Committee, a Fund-Raising and Recruitment Committee, and a Program Development Committee have been appointed to prepare reports for the next Planning Committee meeting on December 13, 1988. The Improving Philanthropy Committee is encouraging the development of this project in line with its purpose to generate projects which nurture and improve philanthropy.

5. Michigan Nonprofit Forum

It became apparent from the work of the Improving Philanthropy Committee that Michigan's nonprofit organizations, with their diversity of purposes and geography, have few opportunities for communication. This fact sometimes leads them to inadvertently operate at cross purposes with each other. As a first step towards providing opportunities for dialogue, Dr. Mawby hosted a meeting of the leaders of 10 statewide nonprofit organizations on August 31, 1988. To insure that both the volunteer and the professional viewpoints were represented, both the chairman of the board and the executive director of each organization were invited. The ten organizations and the volunteer and professional leader are identified on the attached list. The group identified a list of concerns common to all Michigan nonprofits, the most important of which are: legislation and regulation; education; increasing resources; research; public awareness of the nonprofit sector through recognition programs and media coverage of the sector's economic impact and services; reducing competition among nonprofits; and volunteer leadership. The executive directors from each association meet again in Lansing at the offices of the Presidents Council of State Universities of Michigan on October 17, 1988, to further discuss this developmental concept. Peter Ellis and Joel Orosz represented Dr. Mawby and the W. K. Kellogg Foundation, and Dottie Johnson and Linda Patterson represented CMF at this meeting. As a

result of the October 17, meeting a concept paper identifying the group as a non-profit network and named the group as the "Michigan Nonprofit Forum," and outlining the group's purpose and activities. These have been recommended for approval at the next meeting of the Committee of the whole. The next meeting has been set for Tuesday, November 29, 1988, in Lansing. Items on the agenda include the approval of the concept paper and presentations on legislative and regulatory issues by Bob Smucker, Vice President of Government Relations at INDEPENDENT SECTOR, speaking from a national perspective, and a Michigan legislator or key staff person to look at the same issues on a statewide level. Future actions will be considered as well.

The Improving Philanthropy Committee wishes to facilitate this group's deliberations in any manner that may be helpful.

6. Capital Campaign Report

The Committee has developed a proposal to conduct an annual statewide survey, in conjunction with the three National Society of Fund Raising Executives (NSFRE), Michigan Chapters; the Michigan Association of Hospital Development (MAHD); and the Council for Advancement of Support for Education's Michigan Members to identify capital and endowment fund campaigns that are taking place in the state. The results of this survey will be available to the memberships of the cosponsoring organizations and any other parties interested in philanthropy to interpret and use in any manner which may be helpful to them. Peter Ellis, CMF's Executive-In-Residence, and Linda Patterson met with John Lore of NSFRE Michigan Chapter, on September 28, 1988, who approved the proposal and is seeking support from the presidents of the other professional development officer's associations. A one page survey instrument and a cover letter have been drafted, and it is anticipated that the survey will be conducted in the beginning of the year.

7. Southeastern Michigan Needs Assessment

The Accounting Aid Society of Detroit has asked that the Council assist them in drafting a survey to determine the technical assistance needs of nonprofit organizations located in the southeastern area of Michigan. Linda Patterson will be representing CMF on the advisory committee for this project.

Conclusion

The Committee is pleased to present you with this comprehensive report of our first full year's activity. We anticipate that the concluding year of the project will be equally productive.

Membership of the Michigan Nonprofit Forum

Michigan Council for the Arts

Ms. Kathryn Martin, Chair
Ms. Barbara Goldman, Executive Director

Association of Independent Colleges and Universities of Michigan

Mr. Richard E. Marburger, Chair
Mr. Edward O. Blews, Jr., President

Council of Michigan Foundations

Mr. John E. Marshall III, Chair
Mrs. Dorothy A. Johnson, President

Michigan Association of School Administrators

Mr. James Doyle, President
Mr. Donald Elliott, Executive Director

Michigan Association of School Boards

Ms. Mary Jason, President
Mr. Justin King, Executive Director

Michigan Community College Association

Mr. Richard W. Calkins, President
Mr. Thomas M. Bernthal

Michigan Health Council

Dr. Terence Davies, M.D., Chairman
Mr. James Tarrant, President

Michigan League for Human Services

Mr. Ernest C. Browne, Jr., Chairman
Ms. Beverley McDonald, Executive Director

Presidents Council of State Universities of Michigan

Mr. Arend D. Lubbers, Chairman
Mr. Glenn Stevens, Executive Director

United Way of Michigan

Mr. Fulton B. Eaglin, Chairman
Mr. Howard L. Shapiro, Executive Director