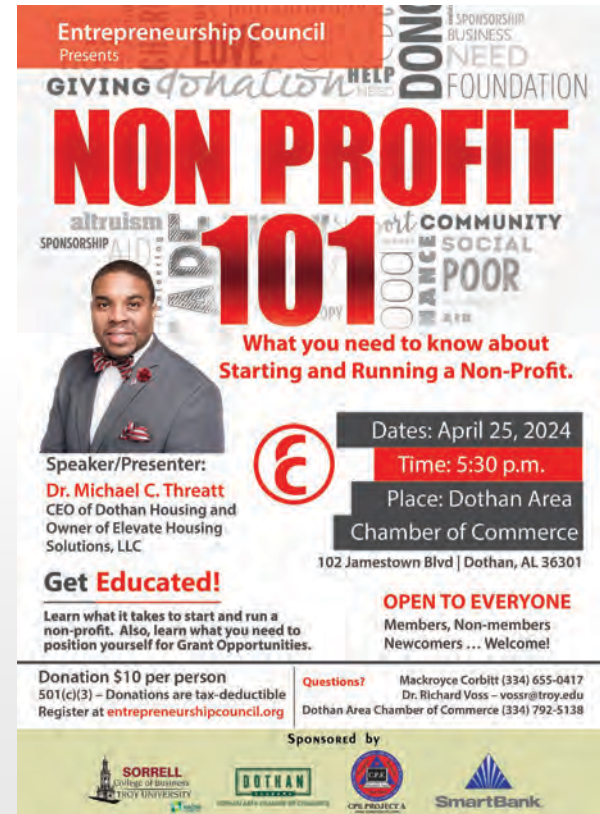


NONPROFIT 101

Dr. Michael C. Threatt



Entrepreneurship Council
Presents

GIVING *donation* HELP **DON** FOUNDATION
NEED BUSINESS

NON PROFIT
101

altruism *HELP* **101** *COMMUNITY*
SPONSORSHIP *HELP* **101** *SOCIAL*
MANAGE **101** *POOR*

**What you need to know about
Starting and Running a Non-Profit.**

Speaker/Presenter:
Dr. Michael C. Threatt
CEO of Dothan Housing and
Owner of Elevate Housing
Solutions, LLC

Dates: April 25, 2024
Time: 5:30 p.m.

Place: Dothan Area
Chamber of Commerce
102 Jamestown Blvd | Dothan, AL 36301

Get Educated!
Learn what it takes to start and run a
non-profit. Also, learn what you need to
position yourself for Grant Opportunities.

OPEN TO EVERYONE
Members, Non-members
Newcomers ... Welcome!

Donation \$10 per person
501(c)(3) – Donations are tax-deductible
Register at entrepreneurshipcouncil.org

Questions? Mackroyce Corbitt (334) 655-0417
Dr. Richard Voss – vossr@troy.edu
Dothan Area Chamber of Commerce (334) 792-5138

Sponsored by

SORRELL College of Business
TROY UNIVERSITY

DO THAN
COMMUNITY AREA CHAMBER OF COMMERCE

CPA PROPERTY & CASUALTY

SmartBank





- **You want to learn how to start a Nonprofit!**
- **You want to position your organization for grant opportunities!**
- **You want to learn how to sustain your nonprofit organization!**



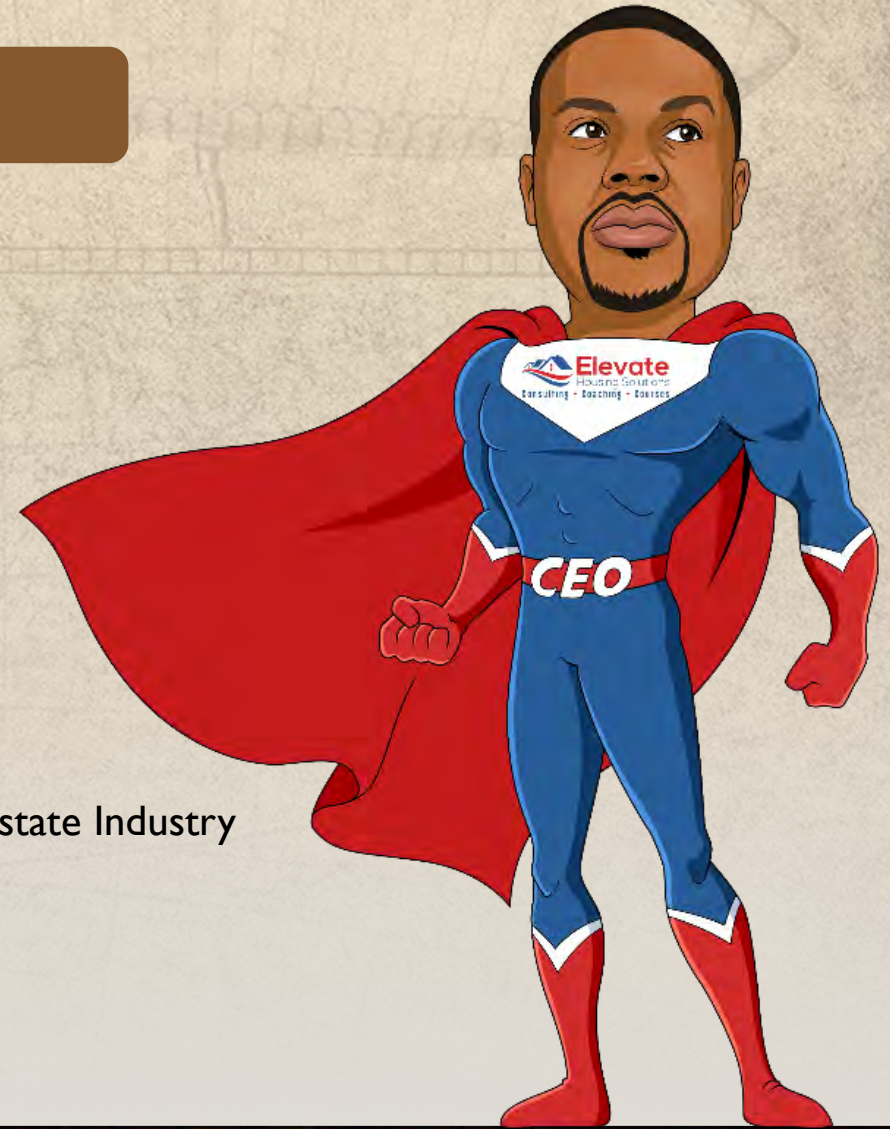
BREAK TIME

10:00 AM - 10:30 AM

Dr. Michael C. Threatt

Bio

- ✓ Chief Operating Officer at Dothan Housing
- ✓ Principal of Elevate Housing Solutions, LLC
- ✓ Founder of the Corporation to Develop Communities of America, Inc.
- ✓ Doctor of Public Administration West Chester University
- ✓ Author of the Price of Bureaucracy
- ✓ Troy University Adjunct Professor, Social Work Program
- ✓ Landlord, Real Estate Investor, & The Section 8 Landlord Coach™
- ✓ Licensed REALTOR® with Community 1st Real Estate
- ✓ 18 Years of Experience in the Public, Private, & Nonprofit Sectors of the Real Estate Industry



WHY DO WE NEED NONPROFIT ORGANIZATIONS

- The Private Sector cannot support services because of the ROI; however, this sector supports:
 - Provides Donations
 - Provides Volunteers
 - Supports Fundraisers
- The Public Sector cannot afford to provide services because of budgetary constraints; however, this sector supports
 - Grants: Notice for Funding Opportunity (NOFO) and Request for Applications (RFA)
- Nonprofits are the 3rd Sector
 - Provides services that public and private sectors cannot do
 - Solve societal problems
 - Provides social programs to address issues in communities
 - Homeless Services, Resident Services, & Affordable Housing



Celebrating **80** Years of Development
1942-2022



WHO ARE NONPROFITS

- Churches
- Hospitals
- Scholarship Foundations
- Private Foundations
- Public Foundations
- Individual Foundations
- Organizations that the United Way and Community Foundations support

CHOOSE THE RIGHT BOARD OF DIRECTORS

- Alabama Nonprofits
 - President
 - Treasurer
 - Secretary
- Best Practices
 - Who is on your Board?
 - Is this someone in your family or friend
 - Passion does not lead to capacity
 - The willingness to serve does not translate to the ability to serve
 - Do they have a good reputation?
 - Can they leverage your organization's funding because of their community relationships?

HOW TO START A NONPROFIT

- Have a Board Meeting
 - “The Why” (Name, Mission, Vision, and Solution to the Problem for the Organization)
 - Articles of Incorporation
 - Bylaws
 - Elect Officers
 - Vote to Create an Organization
- Name Reservation with the State of Alabama
- File a Domestic Non-Profit Corporation with the current County where you reside
- File a Certificate of Incorporation with the State of Alabama
- Create an Employer Identification Number (EIN)
- File to Become a Federal Nonprofit Organization with the IRS
 - Form 1023 Series
- Create a Dunn & Bradstreet (D&B) Number



ESTABLISHING --- CREDIBILITY



ORGANIZATIONAL BACKGROUND STATEMENT

- Mission
- Vision
- Values
- Principles
- Slogan
- Motto
- Start with Why:
 - Why does the organization exist
 - Who does the organization serve

ORGANIZATIONAL BACKGROUND STATEMENT

- Organizational Capacity
- Executive Staff Bios, Resumes, & Qualifications
- Board of Directors Bios, Resumes, & Qualifications
- Year Organization was started
- Previous Grants
- Outcomes & Data from Previous Grants
- Awards/ Accomplishments
- Strategic Plan/ Business Plan

ORGANIZATIONAL BACKGROUND STATEMENT

- Target Audience
- Programs
- Public-Private Partnerships
- Summary of Needs Statement
- Previous Grants
- Financials
- Demographics of Board & Staff (Representative Bureaucracy): Board and Staff demographics reflect the target audience and customers served by the nonprofit (represent the community).



MARKETING & FUNDRAISING



2022 CASINO ROYALE



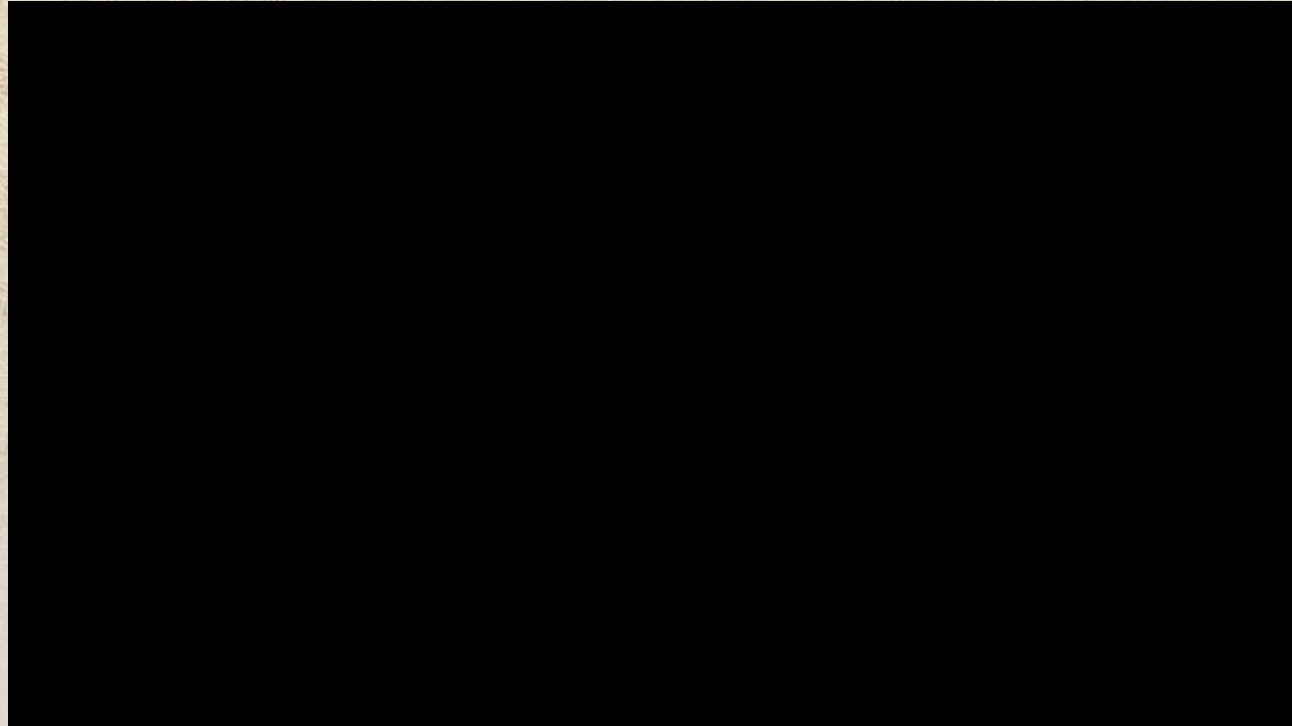
2023 CASINO ROYALE



2022 GALA



2023 GALA





SUSAN MORRISON
SCHOLARSHIP



3x

2023: \$17,129.85



Dothan Housing
You Are Our Why

LaMarion DURR

THE FIRST SUSAN MORRISON
MEMORIAL SCHOLARSHIP
RECIPIENT!



MARKETING & FUNDRAISING TECHNOLOGY

- Give Butter (Fundraising)
- POINT (Volunteer Management)
- MailChimp (Online Newsletter)
- Hootsuite (Social Media)
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - TikTok
 - YouTube
- Website
- Podcast

The background features a textured, aged paper surface. On the left, there is a faint, detailed illustration of a globe with various patterns and a circular emblem. On the right, there is a faint illustration of a blimp or airship with a long, cylindrical body and a gondola underneath. The text is centered over the globe and blimp.

GRANT WRITING

BEST PRACTICES



WHAT IS A GRANT

- A grant is a conditional gift or a conveyance of funds with strings attached.
- The funding source identifies the problem they want addressed, but no outcome is known.
- The idea originates with the grantee.

COMMON TYPES OF GRANTS

- Research
- Curriculum
- Demonstration
- Training
- Equipment
- Social Programs
- Planning
- Capacity Building

COMMON TYPES OF GRANTS

- Fellowships
- Federal
- State
- Municipal
- Foundation

PRIVATE GIVING

PRIVATE FOUNDATIONS

- Give out of goodness of their heart
- Advance a particular cause
- \$10B Annually
- Often Fund Geographically

CORPORATIONS

- Give for enlightened self-interest
- Quality of Life
- Employment Pool
- Improve Image
- “Dow helps you to great things.”

MOST COMMON FEDERAL SOURCES

- U.S. Department of Housing & Urban Development
 - Continuum of Care (CoC)
- Department of Health & Human Services
 - Community Service Block Grant (CSBG)
- Department of Justice
 - Transitional Housing Program
- Department of Labor
 - Youth Build Grant

FOLLOW THE GUIDELINES

- You must follow the guidelines “exactly.”
- Respond to all sections
- Adheres to any format restrictions
 - Time New Roman
 - 12 Point Font
 - No more than 12 pages
- Topics must be covered in the order presented in the guidelines
- Use headings that correspond to the guidelines

FOLLOW THE GUIDELINES CONT

- Is Your Organization Eligible
- Internal or External
- Due Date
- Level of Effect
- Points

GRANT PROPOSAL PRIMARY COMPONENTS

- Cover Letter
- Executive Summary
- Organization Description & History
- Statemen of Need/ Problem Statement
- Program Descriptions
- Program Outcomes
- Evaluation
- Sustainability
- Attachments or Exhibits

KNOWLEDGE CHECK

A grant is a conditional gift or a conveyance of funds with strings attached.

- True
- False

KNOWLEDGE CHECK

A grant is a conditional gift or a conveyance of funds with strings attached.

- **True**
- **False**

KNOWLEDGE CHECK

Cover letter, organization description, program outcomes, and organization financials are some of the primary grant components.

- True
- False

KNOWLEDGE CHECK

Cover letter, organization description, program outcomes, and organization financials are some of the primary grant components.

- True
- **False**

Organizations financials are Not one of the primary grant components.



**STATEMENT OF NEED/
PROBLEM STATEMENT**

THE PROPOSAL STARTS WITH THE END IN MIND

- Annual Operating Plan
 - Know your mission
 - Know who you serve
 - Know your strategic plan
 - Know your people
 - Know your funding
 - Know your stakeholders
 - Know your history
 - Know your limits (Realistic analysis of the organization's capacity)

DEVELOPING THE PROPOSAL IDEA

- Focus 70% of Time on Program Planning:
 - Problem Statement/ Statement of Need
 - Strategies
 - Evaluation
 - Budgets
- Focus 30% of Time on Putting the Pieces Together:
 - Organizational Background Statement
 - Proposal Summary
 - Proposal Submission (Online Portal)

A GOOD FIT

- Watch out for and avoid Mission Creep: Stay True to the “Why” the organization was started.
- Evaluate if the grant matches the organization’s mission, vision, goals, and objectives.
- Is the organization “growing another foot” to fit the shoe”?
- Don’t use a shoe stretcher because you want to wear a particular shoe.
- Grantseekers should always keep their organizations' mission, goals, and objectives at the forefront of every funding opportunity.
- **“Chase the vision, not the money; the money will end up following you.” — Tony Hsieh**

PURPOSE BEHIND PROBLEM STATEMENT

- What is the problem?
- What is the cause of the problem?
- Who is affected by the problem?
- What are the implications of the problem?
- What has been done to address the problem?
- What can you do to address the problem?
- What does the solution to the problem require?
- Who can help you solve the problem?

CONTENT OF PROBLEM STATEMENT

- Provide the requested information
- Know your audience/ the community you serve
- Take a position
- Language should be clear and persuasive
- Use relevant/appropriate data to support your case
- Use efficient methods of data delivery
- Compare/contrast when possible
- Explain why you are the one(s) to solve the problem
- State your expected outcomes

TIPS FOR WRITING THE PROBLEM STATEMENT

- Use statistics that are clear and that document the current unmet need or problem
- Use comparative statistics and research where appropriate
- Quote Authorities who have spoken on the topic
- Make sure all data collection is well documented
- Use compelling stories of people as examples
- Give a clear sense of the urgency of the request

COLLABORATION ON PROJECTS & PROGRAMS

- Projects & Programs undertaken by a partnership of multiple nonprofit organizations or a public-private partnership.
- The scope or complexity of the project will benefit from each organization's particular expertise or provided services.
- Enable more effective and efficient delivery of the programs or services than individual organizations working alone or separately
 - Jointing, developing and agreeing upon a set of common goals and direction.
 - Sharing the risks and responsibility for obtaining those goals.
 - Working together to achieve those goals, using the expertise and resources of each collaborator.
 - Jointly developed structure through a **Memorandum of Agreement or Memorandum of Understanding**.

FORMALIZING PARTNERSHIPS THROUGH A MOA OR MOU

- MOA = Memorandum of Agreement
- MOU = Memorandum of Understanding
- Statement of cooperation or understanding about a specific or general project or program between two or more organizations.
- Does not carry the same weight as a contract.
- Signifies a relationship between parties based on trust rather than legal obligations.

WHY USE A MOA OR MOU?

- Clarify the roles and responsibilities of each organization in a shared endeavor.
- A formal agreement can help build a cooperative effort by providing a shared understanding of the purpose and goals of the partnership.
- Can serve as a guide for moving forward with a grant application.
- Can contain a little or as much obligation as both parties are willing to sign (specific or general).
- MOAs and MOUs show the strength of partnerships with other potential partners.

FIVE STEPS TO WRITING A MOA OR MOU

- Step 1: Meet with all interested parties and key stakeholders in the MOA or MOU.
- Step 2: Identify shared goals and plans and each party's agenda that differs from the common purpose. The goals should be clear and indicate when they have been reached.
- Step 3: Define each party's role in working towards the goal (s). The quantity and quality of resources contributed by each party should be viewed as fair and equitable by all those involved in taking advantage of the partnership members' unique resources, skills, and knowledge.

FIVE STEPS TO WRITING A MOA OR MOU

- Step 4: Set a timeline and processes for modifying the MOA or MOU. This allows each involved party to track progress toward meeting goals. Additionally, changes to roles or activities may need to be made to reflect the reality of conditions once the project is started.
- Step 5: Circulate the draft MOA or MOU with all the information decided on to all the parties involved. Allow appropriate time for each party to review and propose specific changes where needed. After all parties agree upon the final draft, have an executive officer from the organization sign the memorandum.

EXAMPLE OF A MOA/MOU FOR FAMILY SELF-SUFFICIENCY PROGRAM

- Family Self-Sufficiency (FSS) Program: Public Housing Authorities were required to have an MOA or MOU with specific public, private, or nonprofit organizations.
 - Childcare: Local Early Head Start/ Head Start Agency
 - Employment: Local Workforce Development Authority/ Career Center
 - Transportation: Local Transportation Authority/ Transportation Nonprofit
 - Education: Local Community College for GED, In-Demand Career Certification
 - Financial Literacy: Local Nonprofit or Financial Institution
 - Disability/ Senior Workforce Services: Local Vocational Rehabilitation Center

FAMILY SELF- SUFFICIENCY



Seperately
we do great.



Together
we are
**#AWinning
Team!**



Thank You and How to Get Connected With Us



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