

NONPROFIT CONNECTIONS

NEWSLETTER OF THE FRESNO NONPROFIT ADVANCEMENT COUNCIL

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Fresno Nonprofit Advancement Council
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ADVOCACY: A Core Competency for Today's Nonprofit Leaders

by Dr. Matthew A. Jendian, FNAC Board Chair

"Virtually every far-reaching social change in our history has come up in the nonprofit sector: the abolition of slavery, the reforms of populism, child labor laws, the vote for women, civil rights, and so on."

—John Gardner, former Secretary of the Department of Health, Education, and Welfare, founder of Common Cause, and founding chairperson of Independent Sector, in his 1978 keynote address to the Coalition of National Voluntary Organizations and the National Council on Philanthropy

As an effective manager, one attempts to strategically utilize resources—both human and financial—to generate the best and most productive results. In this context, public policy advocacy—including lobbying and voter education—becomes a vital tool to advance an organization's mission, extending its impact and "conferring benefits on persons far beyond the reach of [its] program services" ("Charity Lobbying" 1999:1).

Yet, for every nonprofit or community benefit organization (CBO) involved in the public policy arena, hundreds of others remain on the sidelines, buying into one or more of the popular misconceptions about lobbying and advocacy activities. We must confront these myths and recognize the importance, appropriateness, and legality of lobbying by CBOs.

The sector, in general, tends to operate in a reactive or defensive mode, responding to crises and social problems as they emerge or become more severe. If we don't play the role that society depends on our sector playing in shaping public policy, we will never escape that reactive mode and continue to struggle to meet an increasing need for services.

Rather, one of our goals—for those organizations providing services—is to REDUCE the need for services. Yes, I said it; if we are successful in meeting our missions, we will effectively PUT OURSELVES OUT OF BUSINESS (or at least cause us to revise our mission statement to deal with a related social need). But that's a good thing in our sector! For example, March of Dimes existed to develop a vaccine against polio.

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When, in 1954, the polio vaccine was developed and became administered to millions of American children, the organization was forced to change its mission. While there has not been a new case of the disease in the Western Hemisphere since 1991, the March of Dimes today focuses on funding cutting edge research and innovative programs to save babies from birth defects, premature birth and low birth weight. *(Continued on Page 6)*

NEW PROGRAM!!

FNAC FIRST FRIDAYS

Training in Nonprofit Management

Classes are offered on the First Friday of each month.

Sign up for either the
AM session— 8:30 to 12:00 noon
Or PM session—1:00 to 4:30

Cost is \$25.00 for FNAC Members and \$30.00 for Nonmembers (Includes the cost of text materials.)

Classes are held at the FNAC Resource Center at 1752 L Street, Fresno. Call (559) 264-1513 and reserve your seat today!

September 5, 2008— Fundraising and Direct Mail Campaigns.

October 3, 2008— Marketing and Technology

November 7, 2008— Program Design and Evaluation.

December 5, 2008— Earned Income Strategies.

Grant Alerts

Advocacy

The [Media Research Hub](#) is part of the [Social Science Research Council's](#) Necessary Knowledge for a Democratic Public Sphere program, which works to ensure that debates about media and communications technologies are shaped by high-quality research and a rich understanding of the public interest. The Media Research Hub Collaborative Grants program is accepting applications for small grants of up to \$7,500 each for research that supports public-interest efforts to change the media/telecommunications infrastructure, practices, policies, or content. The grants are intended for short-term, advocacy-centered research, completable and usable by advocacy partners within the next four to twelve months. Deadline September 8, 2008.

<http://mediaresearchhub.ssrc.org/grants/small-grants-project/index.html>

Animal Welfare

Animal Welfare Approved, a program of the Animal Welfare Institute, promotes the well-being of animals and the sustainability of humane family farms. The Animal Welfare Approved program is making available project grants of up to \$10,000 for the sole purpose of improving animal welfare on farms of current Animal Welfare Approved farmers or those who have completed an application to join the program. Grants will be awarded based on a project's potential to deliver the greatest benefit to farm animals. Deadline October 15, 2008. <http://www.animalwelfareapproved.org>

Arts

Doris Duke Charitable Foundation Accepting Letters of Inquiry for National Projects in Performing Arts. An initiative of the [Doris Duke Charitable Foundation's](#) Arts Program, the Fund for National Projects supports projects designed to strengthen the national infrastructure of the dance, jazz, presenting, and/or theater fields; or improve conditions for the national community of performing artists in dance, jazz, and theater. During a two-year pilot phase, the fund will award a total of up to \$1 million in grants to support key national projects in the dance, jazz, presenting, and/or theater fields. Grants will range from \$60,000 to \$200,000 and cannot exceed 40 percent of a project's total cost. <http://www.ddcf.org>

Children/Youth

A Little Hope: The National Foundation for Grieving Children, Teens, and Families Accepting Letters of Inquiry is a national not-for-profit public charity which grants funds to organizations that provide bereavement support services and grief counseling to children and teens who have experienced the loss of a parent or loved one, regardless of the circumstances of the death. The organization funds bereavement programs and camps that offer grieving children and teens many opportunities for sharing and self-expression in healthy and positive ways. Please visit the foundation's Web site for guidelines on submitting a Letter of Inquiry and for a current list of the foundation's partner organizations. Grant applications are by invitation only. Deadline for LOI: August 31, 2008. <http://www.alittlehope.org>

Environment

Sophie Prize Invites Nominations of Individuals and Organizations Working for Sustainable Development Administered by the Oslo-based [Sophie Foundation](#), the [Sophie Prize](#) is an international award of \$100,000 presented annually in the field of environment and sustainable development. The Sophie Prize was established in 1997 by the Norwegian author Jostein Gaarder and his wife Siri Dannevig to inspire people working towards a sustainable future. Voluntary organizations, independent research institutions, and individuals worldwide with knowledge or interest in environment and/or sustainable development or other closely related topics can nominate candidates for the prize. Candidates nominated by themselves, by their staff, or by honorary officers will not be taken into consideration. The prize is awarded to one or several persons or an organization who/which has created awareness of alternatives to modern-day development and/or initiated such alternatives in a pioneering or particularly inventive manner. Complete prize information and the nomination form are available at the Sophie Prize Web site. Deadline November 1, 2008.

http://www.sofieprisen.no/Nomination_Guidelines/index.html

Health

Robert Wood Johnson Foundation's Active Living Research Program Seeks New Connections Applications Active Living Research is a national program of the [Robert Wood Johnson Foundation](#) that supports research to identify promising policy and environmental strategies for increasing physical activity, decreasing sedentary behaviors, and preventing obesity among children and adolescents. The program places special emphasis on strategies with the potential to reach racial/ethnic populations and children living in low-income communities who are at highest risk for obesity. Grants funded under this Call for Proposals are expected to advance RWJF's efforts to reverse the childhood obesity epidemic by 2015. This funding opportunity is for New Connections grants awarded through the Active Living Research program. The New Connections initiative brings new perspectives to RWJF grantmaking by supporting researchers and investigators from historically disadvantaged and underrepresented communities. Two types of New Connections grants will be funded under this CFP: research grants and publication grants.

Deadline: August 28, 2008.

<http://www.rwjf.org/applications/solicited/cfp.jsp?ID=20402>

Women and Children

The WHO Foundation: Women Helping Others nationally supports grassroots charities serving the overlooked needs of women and children. Grants are provided to organizations serving women and/or children in the United States and Puerto Rico. The foundation's priority is funding specific projects and programs addressing health and social service needs. The foundation recognizes the value of new programs created to respond to changing needs and will consider funding projects of an original or pioneering nature within an existing organization. In order to qualify for funding, an organization must have 501(c)(3) nonprofit status and be qualified to receive deductible charitable contributions. Organizations must have been incorporated for a minimum of three years prior to application. Preference will be given to organizations with an operating budget of \$3 million or less, those not dependent on government grants, and those with greater organizational program costs than personnel costs. Deadline: September 9, 2008

http://www.whofoundation.org/WHO_Funding.htm

Don't forget to check out the Resources and links page of our website at www.fresnononprofits.com where you will find information on grants, foundations and grant making trends. And visit our Resource Center at 1752 L Street, Fresno, for the latest information how to write a winning proposal, current RFPs and our other services.

SUMMER HOURS AND THE GAS CRISIS

By R. Lord, Member FNAC Consultant's Circle

A friend recently announced that she had implemented a "summer hours" schedule for her staff and indicated that they really liked it. When asked what she meant by this, she told us that during the summer months, her employees were going to work four, ten hour days each week. After Labor Day, they would revert to back to a traditional eight hour, five day schedule. Another friend who was present (and happens to be a labor attorney) and I immediately asked if she had conducted an election as required by the California Wage and Hour codes prior to implementing this schedule. The answer was obvious; no!

It's almost routine now for the news media to run articles at the beginning of the summer on how businesses are adjusting hours for their employees. However, given the gas crisis this year, we seem to have gotten an extra dose. Major play was given recently to a local university that switched hours to help alleviate their employee's transportation costs. Other articles spoke of a state that had modified the work hours of many of it's employees.

The fact of the matter is if you are a California employer, you may not implement a modified workweek that requires your employees to work more than 8 hours in a day without following the procedure outlined in the Wage and Hour Code. That is unless you don't mind paying daily overtime for all hours in excess of eight in a day. Believe it or not, some, particularly in health care, elect to do this.

The Wage and Hour code has specific requirements and procedures for implementing what it calls an Alternative Workweek Schedule (AWS). This includes giving a written notice to your employees about the proposed change, holding an informational meeting and allowing them to participate in a secret ballot election that's not held until a minimum of 14 days after the meeting. The proposed AWS schedule can only be implemented if two-thirds of the affected employees actually vote in favor of it. If an employee fails to participate in the election, they are counted as a "No" vote. While it requires some time, if you are familiar with the codes requirements, it's not all that difficult to do, particularly if your employees want it.

The fact that you can implement an AWS doesn't mean that you should. A more basic question to be asked is whether or not an alternative workweek schedule is a good business decision for you and your employees. In some cases it is. It may allow employees to eliminate one commute day and provide an extra day for their personnel use.

If it allows you to close your business an additional day each week there may be some operational savings. And if it's something that your employees want, it will boost morale and provide greater employee satisfaction.

From a business perspective, you must ask yourself and your employees if they can really be productive for all hours worked in a longer day.

It may not be possible for some staff members to work at peak efficiency over a longer work day. If they are simply adjusting the typical days work to fill the time available, it could result in lost productivity.

If implemented, will you have enough staff available at the right times and on the right days to maintain customer service levels? If it means closing your doors an additional day per week, how will this affect your customers? If you have less staff several days per week, how will this effect workflow and communication internally as well as externally.

While it sounds good, its not always easy for employee's to adjust to an AWS. Those who are in vanpools or commuting with others may not be able to adjust their transportation to meet new work schedules. It may cause a disruption with daycare arrangements. Others may have obligations outside work, including their own or their children's extracurricular activities to contend with. If the work is tedious, an 8 hour workday may be taxing enough.

For many clients I've worked with, the implementation of an Alternative Workweek Schedule has been a win-win situation. It has allowed them greater flexibility in staffing to meet their organizational needs. In several instances, it has resulted in a reduction in overtime hours. By staggering days off, they are able to cover five, six and even seven day per week scheduling requirements. And since it is only done with prior approval it is well liked by their employees.

There are also alternatives to a 4/10 schedule. With some creativity, it's possible to schedule nine hour days over a two workweek period without incurring daily or weekly overtime obligations. This allows employees to enjoy a three day weekend every other week. In instances where a 10 hour day is too long, a nine hour day may be just right. In another situation, the employees elected to work 8 ¼ hours four days per week, allowing them to quit an hour early on Friday's. It doesn't interfere with customer service and is a big morale booster.

Remember, in California you can't implement an alternative workweek schedule unilaterally without incurring overtime. In all other states, you can. However, if it makes good business sense, don't shy away from it. If you do decide to implement an AWS, make sure that all of the procedures required by the California Wage and Hour Code are followed to the letter. Failure to do so can be very costly. All it takes is one employee's complaint to the Division of Labor Standards Enforcement.

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Nonprofit Opportunities



August Luncheon

Tuesday, August 19, 2008
11:30 a.m. to 1:30 p.m.
at Pardini's.

This is a once-in-two-years event and will feature AFP International Regional Director, Pat Bjorhovde, CFRE.

Pat's presentation will cover trends in the profession. She will also walk us through all the benefits and resources we have available to us as AFP members. This is a good opportunity to invite a prospective member to come with you and listen first hand to the advantages of joining the AFP. Please make your reservations early via the [website](#). We encourage you to [register by Friday August 15](#) to avoid the last minute rush at the registration desk (and the \$5 fee for late registration!).

FRIGHT NIGHT SCREAM PARK

Is your organization interested in getting 200 free tickets to a Scream Park and raising money at a booth during this October event? Fright Night Scream Park, a new local four-part haunted attraction has released an RFP and is selecting 10 Community Based Organization Partners for the 2008 Season. **No ticket-sales necessary** - this is a safe and fun way for your volunteers to raise money for your organization while having a great time! Download the application at www.frightnightscreampark.com/nonprofitapp.pdf or email brandon@frightnightscreampark.com for more information. Applications due August 15th!

FREE Technology Workshop



The Center for Multicultural Cooperation presents a FREE Technology Workshop for EVERYONE interested in learning more about FREE ON-LINE tools! We will talk about the resources that are available on the web that can help your organization to succeed in today's tech savvy environment! And we'll answer all of the TECH questions that you've been afraid to ask!

- Google's Free Toolkit: unchain yourself from Microsoft!
- What to do with your website
- Blogs, Wikis, and MySpace, oh my!
- Videos and Podcasts -- who needs them?
- The "Long Tail" of the on-line economy
- Fundraising on-line, and more...

Friday, August 8th, 10 am to 12 noon
at the Ted C. Wills Community Center
770 N. San Pablo Ave, Fresno, CA 93728.

For more information, call (559) 445-0015, or visit www.cmcweb.org, and click on the Tech Workshop link on the right side of the page!



On Being Rumpelstiltskin- Making the Most of Resources

Thank you to all those who attended our July Quarterly meeting. We learned about some great resources right here in our community.

Thanks to **San Joaquin Valley Planned Gifts Council - Leave a Legacy** and the **Central California Consortium** for terrific presentations!

Find great resources on their two websites:

http://www.sjvlal.org/plgive_bio.jsp?WebID=GL2003-0082

www.fs.fed.us/r5/sierra/cc_consortium

Join the Fresno Nonprofit Advancement Council

Mission

The mission of the Fresno Nonprofit Advancement Council is to improve the quality of life in Fresno through enhancement of the nonprofit sector.

About Us: Working Together to Build a Better Community

The Council is a diverse collaborative of nonprofit organizations serving the Greater Fresno Area. It is dedicated to community building and improving the quality of life in the Fresno area by uniting the nonprofit sector, enabling it to:

- Share strengths and resources
- Reduce duplication of services
- Connect diverse affinity groups
- Develop strategic alliances
- Advocate on behalf of nonprofits and those we serve
- Participate in shared learning opportunities and joint projects
- Strengthen board and staff leadership
- Enhance programs and services offered to those served

Membership benefits include:

- ✓ “Members Only” Monthly e-newsletter which includes funding and legislative alerts and valuable resource information. Opportunities to advertise job openings and receive information on well trained job seekers.
- ✓ Networking opportunities at Quarterly meetings



Bring your voice to the Fresno Nonprofit Advancement Council

- ✓ Opportunities to be featured at the Fresno Nonprofit Advancement Council Resource Center in nonprofit community information displays.
- ✓ Participation in creating unified nonprofit sector positions important to shaping public policy outcomes

Bring your voice to the Council, through collaboration and communication we can bring hope to our community. Let the Fresno Nonprofit Advancement Council work with you to further your commitment to the good work you do, become a member!

Please refer to the following schedule to determine your dues. Please make your check payable to the Fresno Nonprofit Advancement Council. Your membership will be for 12 months from the date your dues are received.

If your current annual budget is:
Your membership dues are:

\$0 - \$300,000	\$75
\$300,001 - \$1,500,000	\$120
\$1,500,000 - \$3,500,000	\$225
\$3,500,000 +	\$350
Affiliate Members (Consultants)	\$350
Business Partner	\$500
Leadership Partner	\$1,000

Fresno Nonprofit Advancement Council

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Membership Application

Organization Name: _____

Executive Director: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Federal ID #: _____

Number of Employees: _____

Please attach your organization’s mission statement or program description to this application.

(Advocacy-Continued from page 1)

Paul Kivel, a violence prevention educator, trainer, and author, warns those of us who work in the nonprofit industrial complex and who feel good about what we do in taking care of those in need: “When a temporary shelter becomes a substitute for permanent housing, emergency food a substitute for a decent job, tutoring a substitute for adequate public schools, and free clinics a substitute for universal health care, we’ll shift our attention from the redistribution of wealth to the temporary provision of social services to keep people alive” (2007:135).

Directors of CBOs wear many hats. Among those things, we are or can be mobilizers of people who are underrepresented in the public policy arena. We—who are closest to those most negatively affected by bad public policies—must directly draw constituents into policy action so that public policy is not divorced from people’s daily realities. And, you can do this and [“Make a Difference for Your Cause in 3 Hours Per Week”](#) (Center for Lobbying in the Public Interest).

“We need to provide services for those most in need, but we also need to work for social change so that we create a society in which our institutions and organizations are equitable and just, and all people are safe, adequately fed and sheltered, well educated, afforded safe and decent jobs, and empowered to participate in the decisions that affect their lives” (Kivel 2007:130).

Nonprofit Quarterly, Alliance for Nonprofit Management, and the National Council of Nonprofit Associations, among others, have called for enhanced political self-awareness and participation through the sector. Two recent initiatives—the [Nonprofit Congress](#) and [Nonprofit Workforce Coalition](#)—have been undertaken on a national level, enhancing the voice of the sector in the public policy arena. Add your voice by [signing up](#) for *Nonprofit Congress Updates*, and declaring your values by signing the [Nonprofit Constitution](#).

“My advice to nonprofits is: Stop being so timid! Why do you exist? Think about whom you serve and the quality of their lives. Take strong positions. Inform and educate people about the real problems of the people you are serving. Speak up!”

- John Kemp, former President and CEO of VSA Arts



As the November 4 General Election approaches, Secretary of State Debra Bowen is inviting nonprofit organizations to join her in a statewide effort to raise awareness about how easy it is to take part in elections. Following are some simple ways to provide your organization’s members and their employees, clients and customers with nonpartisan information about registering to vote, voting, and serving at the polls on Election Day.

- **Paycheck or Billing Invoice Insert**

- **Sample short message for employee paychecks or customer bills.**

Are you registered to vote in the November 4 General Election?

Do you want to sign up to vote by mail?

Call the Secretary of State at 1-800-345-VOTE or go to

www.sos.ca.gov.

- **Website, Email or Text Message**

- **Add a “MyVote Election Information” button to your website.** The

button and instructions for linking it to the Secretary of State’s voter

information page are at <http://www.sos.ca.gov/elections/bug/bug.html>.

- **Sample short message about voting.**

Need information about the November 4 General Election?

Do you want to sign up to vote by mail?

Visit http://www.sos.ca.gov/elections/voter_ed.htm.

- **Newsletter**

Add an information box in internal and external newsletters.

- **Sample newsletter message about voter registration deadline.**

The November 4 General Election is just around the corner. In coordination with the Secretary of State’s office, **<organization>** is encouraging you, your family, and friends to register to vote!

The last day to register to vote in the November 4 General Election is **October 20**. Polls are open on Election Day from 7:00 a.m. to 8:00 p.m. For more information, call the Secretary of State at 1-800-345-VOTE or go to www.sos.ca.gov/elections/voter_ed.htm.

- **Sample newsletter message about voting by mail**

Did you know that any registered California voter can vote by mail? The last day to sign up to vote by mail in the **November 4** General Election is **October 28**. Find out more through the Secretary of State’s office at 1-800-345-VOTE or www.sos.ca.gov/elections_m.htm.

- **Sample newsletter message about being a poll worker**

Earn money and make a difference on Election Day by working at a polling place. For more information about being a poll worker, call the Secretary of State at 1-800-345-VOTE or go to www.sos.ca.gov/elections/voter_ed.htm.

- **Easy Voter Guides & Smart Voter Website**

Provide nonpartisan Easy Voter Guides to your employees and clients to inform them about the Candidates and Elected Offices, Political Parties, Voting & Registering to Vote and the eleven State Propositions.

To order free *Easy Voter Guides* for the November 4, 2008 election, go to <http://www.easyvoter.org/s1.html> (guides available in English, Spanish, Chinese, Korean and Vietnamese). For more detailed information about the election—candidates and issues—visit www.smartvoter.org.