

Nonprofit News

2-1-1 launches in Southeastern Pennsylvania



Pennsylvania's Regional 2-1-1 Promises Answers to the Question: "Where Do I Turn for Help?"

If you have ever tried to find help for yourself, a friend or a family member, you know how overwhelming trying to traverse the myriad of service organizations, agencies and government offices can be. Numerous phone calls, many dead-ends, and sometimes more questions than answers.

The United Way of Greater Philadelphia and Southern New Jersey (UWGPSNJ). UWGPSNJ, in collaboration with North Penn United Way and the United Ways of Bucks County, Chester County, and Southern Chester County have launched 2-1-1, a free, easy-to-remember phone number that connects residents of the five-county southeastern Pennsylvania region with important health and human services in local communities.

Every hour of everyday, people in our communities need access to essential health and human services, regardless of income. They are looking for training, employment, food pantries, help for an aging parent, affordable housing options, support groups and physical and mental health resources.

"Navigating the nonprofit landscape and a host of government services can be overwhelming if you don't know where to start, so unfortunately many go without

the services they need," says Jill Michal, UWGPSNJ president and CEO. "2-1-1 is the place to start."

Callers reach trained specialists who can help identify their needs and connect them to local human services organizations that specialize in meeting critical basic needs (such as food and housing); physical and mental health resources; employment supports; assistance for older adults and people with disabilities; and support for children, youth and families.

Help is available seven days a week from 8 a.m. to 8 p.m. (TTY and language services are available in more than 170 languages and dialects), and 24 hours a day at www.211sepa.org.

Individuals, families and communities can connect with 2-1-1 for help with everyday needs and in crisis situations. "2-1-1 often demonstrates its value during times of crisis. For example, in the weeks after Hurricane Sandy, NJ 2-1-1 helped coordinate response and served as an invaluable lifeline to thousands of New Jersey residents in need of evacuation and temporary shelter assistance, help accessing emergency food and water and dealing with utility outages," says Michal.

"But 2-1-1 can also play a critical role in non-emergency times. With one phone number, callers gain free, confidential access to the resources of thousands of nonprofit programs and services that can help improve their quality of life — from

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quality early childcare centers, to job training programs or in-home health supports for an aging parent," adds Ann O'Brien Schmiege, senior vice president, Community Impact, UWGPSNJ.

This launch is part of a broader goal to bring 2-1-1 services to every resident of the Commonwealth. One of seven regions within the statewide Pennsylvania 2-1-1 system, 2-1-1 in southeastern Pennsylvania will also help local health and human services providers to plan for the future.

"Data collected through the local 2-1-1 system can be used to identify prevalent or emerging community needs throughout the region to facilitate informed response, assess the community or region's ability to address large-scale issues and identify gaps in services to help meet critical or growing needs," says Michal. "In addition, based on data collected from calls, non-profit agencies and local government can anticipate demand for services and mobilize resources to meet changing needs."

For more information, visit www.211sepa.org or www.UnitedForImpact.org.

Are You A Service Provider?

Agencies and service providers should check that you are registered in the 2-1-1 Provider Portal. If your agency is not registered, you will need to follow the steps to be entered into the resource database.

Once you are registered, information should be updated and maintained regularly. The more thorough an agency's information, the easier it is for case managers to serve their clients effectively.

2-1-1 offers great capacity-building potential to help improve service delivery and program efficiencies, such as decreasing the number of mis-directed calls to state, local and other nonprofit agencies and improving access to additional resources to best meet your clients' needs.

Not in 2-1-1 SEPA?

The Pennsylvania 2-1-1 system is broken into seven regions. 2-1-1 SEPA serves Bucks, Chester, Delaware, Montgomery and Philadelphia Counties. Visit www.pa211.org to find your region.

Board Boot Camp—March 19, 2013

5:00-8:30 pm

Peter Becker Community

Maplewood Estates-815 Maplewood Ave.
Harleysville PA

The **Board Boot Camp** program has been designed for both new and experienced board members to learn or refresh their skills on being an effective nonprofit board member. This does not happen by accident, but rather by thoughtful and consistent attention to the role of board members in your organization.

During this intensive session we will share industry best practices in terms of governance, planning and management.

\$35 1st person;
\$15 each add'l/same organization

Registration fee includes light dinner and Board Governance Toolkit CD

Register at:
www.catalystnonprofit.com/training.htm

5:00-5:30	Registration & Lite Dinner
5:30-6:10	General Duties of All Board Members
6:10-6:50	Freshman Session Understanding Strategic Planning
	Advanced Session Advanced Strategic Planning
6:50-7:00	Break
7:00-7:40	Freshman Session Fundamentals of Fundraising for Boards
	Advanced Session Understanding Data & Finances as a Key to Capacity Building
7:40-8:20	Freshman Session Financial Oversight for Boards
	Advanced Session The Vital Role of Engagement-CEO & Board
8:30	Adjourn



The Fiscal Cliff's Twin Threats Against the Work of Charities: Increased Pain from Arbitrary Spending Cuts & Taking Away the Charitable Giving Incentive: Myths vs. Realities

The Fiscal Cliff and the Sequestration Cuts

Myth: Nonprofits are resilient enough to shoulder the weight of future cuts.

Reality: Charitable nonprofits across America are already struggling to serve rising need with decreased resources.

- Nationwide, research shows that the demands on the nonprofit sector have soared since at least 2008, increasing 85 percent in 2011, on top of a 77 percent increase in 2010, a 77 percent increase in 2009, and a 73 percent increase in 2008. (Source: Nonprofit Finance Fund State of the Sector 2012 Survey)
- Since 2007, the federal government has cut more than \$1 trillion from domestic programs for Americans, and state governments have cut more than \$250 billion – but the human need has not gone away; government cuts have only shifted the volume of work (but not supporting dollars) to charitable nonprofits. (Sources: Budget Control Act of 2011; Out of Balance: Cuts in Services Have Been States' Primary Response to Budget Gaps, Harming the Nation's Economy, Center for Budget and Policy Priorities, April 18, 2012)

Myth: Nonprofits can leverage other resources to fill the holes that these cuts create.

Reality: Government payments under contracts and grants amount to nearly a third of all nonprofit revenues. Private giving to charitable nonprofits makes up 13 percent of nonprofit revenues (about 80 percent of that amount from individuals, 15 percent from foundations, and 5 percent from corporations). (Source: The Nonprofit Sector in Brief 2012, Urban Institute National Center for Charitable Statistics; Giving USA 2012: The Annual Report on Philanthropy for the Year 2011) The ability of the nonprofit community to tap other resources has long since been tapped and there are no extra funds to replace government spending. The notion that nonprofits can just turn to foundations to make up the difference is certifiably false.

The Charitable Giving Incentive

Myth: Changes to the charitable giving incentive will have little to no impact on nonprofits.

Reality: The charitable giving incentive has a demonstrated impact on the contributions that go to benefit nonprofits and the communities they serve.

- More than 20 percent of online giving for the entire year occurs on December 30 and 31, demonstrating that the tax consequences are on the minds of donors. (Source: The Online Giving Study)
- Congress clearly recognizes the incentive effect of favorable tax policy, as repeatedly proven by enacting temporary increases in the charitable deduction and other giving incentives to support relief efforts after Hurricanes Katrina/Rita, flooding in American Midwest, tsunami relief in Indonesia, and earthquake relief in Haiti.

Myth: The charitable giving incentive only benefits wealthy individuals and elite institutions.

Reality: In fact, all charitable nonprofits benefit from public support and most are dependent on private giving to maintain or enhance the services they provide to their communities.

- Among itemized deductions, the charitable incentive is the only one for which the donor is encouraged to give money away to help others and not receive personal benefit.
- While the taxpayer gets a *partial* tax benefit for making a donation (of 10-35 percent), the community gets the *entire* benefit of every dollar donated to charitable nonprofits. The community more than the individual taxpayer would suffer the greater adverse consequences of a cap on the charitable giving incentive.

Myth: Congress is not targeting charitable giving incentives by capping itemized deductions.

Reality: It is widely reported that the negotiations over delaying the impact of the Fiscal Cliff are considering a proposal to cap itemized deductions at \$17,000, \$25,000, or some other level. The tax incentive for giving to charities would be the loser under such a plan.

- A cap on itemized deductions would be fully consumed by fixed-cost deductions that individuals have, such as for their mortgage interest and state/local taxes.
- According to an analysis by the National Association of Home Builders, the average married, joint-filing taxpayer who itemized in 2009 claimed \$20,464 in itemized deductions. That estimate applies only to Schedule A deductions and leaves out the employer-paid health insurance exclusion.



Reprinted from the National Council of Nonprofits

www.councilofnonprofits.org

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www.councilofnonprofits.org/news/e-newsletters

Free Nonprofit Workshop @ Grundy Library

Using Data to Tell Your Story

Many grantors and donors evaluate a nonprofit organization's data when making their decision to offer support. Understanding and keeping track of this data can increase your organization's chances of securing funding.

The workshop will cover:

- ◆ Overview of the types of data nonprofits can track.
- ◆ How a funder may evaluate a financially "strong" organization.
- ◆ What to do if you have perceived or actual weaknesses.

Presenter: Cindy Bergvall, CPA, Bee, Bergvall & Co/
Catalyst Center for Nonprofit Management

Location: Margaret R. Grundy Memorial Library, 680
Radcliffe St., Bristol, PA 19007

Date/Time: Wednesday, April 10th, 2013 9:30 am
to 11:00 am.

Register: online at www.grundylibrary.org or by
calling 215-788-7891 ext.6.

2013 Catalyst Center's Nonprofit University



Save the Date!

Nonprofit University is coming to Holy Family College in Newtown on **May 16th**. We hope you will join us for a day of networking and informative seminars!

Visit the training and events page of our website for more information: www.catalystnonprofit.com

Board Boot Camp is coming to a location near you! In 2013, the Catalyst Center will be offering Board Boot Camp in a variety of locations in Bucks, Montgomery and Philadelphia counties. Look for announcements in our e-news, check the Training & Events page of our website or give us a call!

Interested in hosting a Board Boot camp at your location? Contact Liz Vibber for more information and to find out how your board can attend free of charge!

Subscribe to our monthly e-newsletters by contacting Liz
Vibber: lvibber@bbco-cpa.com or 215-343-2727

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