

Nonprofit News

BLACK FRIDAY. CYBER MONDAY.

#GIVINGTUESDAY
DECEMBER 2, 2014

What is #GivingTuesday?

We have a day for giving thanks. We have two days for getting deals. Now we have a global day for giving back! **Tuesday, December 2, 2014** will be a national celebration of generosity, a day to give a gift that makes an impact in our community.

The Giving Tuesday project started nationally in 2012. In 2013, the Delaware Valley participated through the coordinated efforts in Philadelphia and in Bucks County.

For 2014, the movement is continuing to grow! Preparations are underway in Bucks County, Montgomery County, Chester County, as well as in Philadelphia and counties in New Jersey.

With help from web media partner, IQnection Internet Services, the suburban counties of Bucks, Montgomery, Chester, Alameda and Gloucester will have new websites to launch in early September. These sites will allow organizations to post information about their mission, and will provide a link back to the organization's website so that a donation can be made.

By having a variety of nonprofit organizations located on a central #GivingTuesday website, donors can either directly link to their favorite organization, or explore some others who serve a cause that is meaningful to them.

Organizations in each county interested in participating in #GivingTuesday should visit their county's respective site (listed at the end of this article) and complete the Participation Form. Registration to the site will be available until November 14, 2014.

#GivingTuesday



Nationally, online giving on #GivingTuesday 2013 was up 90% compared to 2012

#GivingTuesdayBucks



83 organizations participated
Over \$38,000 was raised
873 Social Media Actions

THERE'S BLACK FRIDAY. THERE'S CYBER MONDAY. NOW THERE'S...

#GIVINGTUESDAY

Participant Requirements

1. The organization must be located in, or serve the residents of one of the participating counties.
2. The nonprofit must be a 501c3 and able to receive donations online.
3. The organization must agree to publicize their participation
4. The Organization must agree to report back their results.

The process is very simple and participation is free.

<http://www.givingtuesdaybucks.org>
<http://www.givingtuesdaymontco.org>
<http://www.givingtuesdaychester.org>
<http://www.givingtuesdayalamance.org>
<http://www.givingtuesdaygloucester.org>

Questions? Please contact Liz Vibber, lvibber@bbco-cpa.com

**Summer
2014**

936 Easton Rd.
PO Box 754
Warrington, PA
18976
215-343-2727

www.catalystnonprofit.com

Client of the Quarter



Village Improvement Association of Doylestown

The mission of the VIA is to enhance the quality of life in our community through service and education.

The Village Improvement Association (VIA) was founded in 1895 to enhance the quality of life in the Central Bucks community through service and education. Nearly 120 years later, the VIA continues to initiate and support projects related to community, education, and health and wellness.

The VIA's most notable feat came in 1923 when the organization founded Doylestown Hospital. Today the VIA continues to oversee the governance of this nationally-recognized, award-winning hospital. The VIA also oversees Pine Run Retirement Community which encompasses independent living, personal care, Alzheimer and dementia care and rehabilitation services.

The VIA has grown in size and scope to its present membership of over 350 women of all ages and of varying backgrounds. Some members have moved to other geographic locations and remain active while others join after relocation to Bucks County. Members of the VIA are a vital presence at Doylestown Hospital and in the community. The association's efforts go beyond health services in supporting the local community by offering one-time grants to community efforts; educational scholarships for outstanding high school seniors and women seeking professional careers; and the VIA also provides a variety of support for those in our community with emergency needs.

Since 2007, the VIA has given nearly \$1.4 million to worthy causes that assist individuals in our community who are in need of food, shelter, clothing and medical care. Additional funds are designated to maintain the James-Lorah Memorial home and educational scholarships. The VIA is comprised of numerous committees that identify and respond to those individuals and organizations that demonstrate need. We appreciate and recognize all arms of the military in our work. Our largest annual fundraiser is the Bucks County Designer House & Gardens, benefitting the mission of the VIA and Doylestown Hospital.



The VIA is proud to call the James-Lorah Memorial Home at 132 North Main Street in Doylestown its headquarters. Once the home of Sarah M. James (a charter member of the VIA), the home was bequeathed to the organization in 1954. The federal-style building is listed on the National Register of Historic Places.

The VIA continuously seeks energetic, community-minded women to join our organization and contribute and participate in any one of the projects that we are working on. From fundraising to newsletters to marketing and finance, there are plenty of opportunities to get involved in association activities.

The VIA hosts monthly membership meetings that offer programs and speakers on topics of varying interests. Programs are held at the James-Lorah Memorial Home on the first Tuesday of each month, October through June.



There are very few organizations in the Central Bucks community that have the rich history that the VIA has; there are even fewer that continue to operate under the principles outlined in 1895. For more information about the VIA and membership opportunities, please visit our website, www.via-doylestown.org or call (215) 345-2347.

Board Boot Camp

September 30, 2014
Bucks Technical High School
Fairless Hills, 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, three hour 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 for either session at:
www.catalystnonprofit.com/training.htm

5:00-5:30 pm **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 pm Adjourn



The Catalyst Center 2014 Fall Series

October 21, 2014 1:00 pm- 4:00 pm
From Strategic Plan to Action Plan
 Elizabeth Vibber, MS Bee, Bergvall & Co.,
 Catalyst Center Nonprofit Management

Writing a strategic plan can be a huge undertaking. To ensure successful planning that results in action for your organization, there are a few things your board should be thinking about first:

- Do you have the right mix of board members?
- Which method of strategic planning is right for your organization?
- Once you have a plan, do you have a structure in place to accomplish your goals?

This training session will include a pre-planning assessment, an overview of the different methodologies for drafting a strategic plan and then focus on the infrastructure necessary for implementing an action plan.

November 18, 2014 9:00—12:00 pm
The Noble Ask
 Valerie M. Jones, CFRE, Valerie M. Jones Associates

The #1 problem nonprofits face is board members who can't or won't ask for gifts.

The Noble Ask shifts the fundraising paradigm by changing the hearts and minds of both the giver and the asker.

The Noble Ask begins by thanking, not asking. Each of its 7 steps is grounded in a core principle. Each principle calls up a noble attribute in us... empathy, creativity, tenderness, curiosity.

This training will focus on discovering how to play to your board's strengths through clear strategies. By illustrating compelling examples, participants will master this 7-step solicitation method.

Registration: Thanks to our Corporate Sponsor MileStone Bank, and our host for the event, the Hepatitis B Foundation, the registration fee is waived.

Please note that registration is still required. Visit www.catalystnonprofit.com/training.htm to register or contact Liz Vibber at 215-343-2727.

Location: Pennsylvania Center for Biotechnology, 3805 Old Easton Rd., Doylestown, Pa.





**GUIDESTAR® USA TO
HIGHLIGHT RECOGNITION BY
STANDARDS FOR EXCELLENCE INSTITUTE®
ON NONPROFIT REPORTS**

The Standards for Excellence Institute is very pleased to announce that organizations who have completed the rigorous accreditation and recognition programs will be identified for their achievement on GuideStar®, www.guidestar.org.

Beginning August 2014, GuideStar USA, the leading source of nonprofit information, will highlight Standards for Excellence accredited and recognized nonprofits by displaying a trademarked logo that refers to their level of accomplishment. The logos will appear in the External Perspectives section of each nonprofit's report on GuideStar.

"We are thrilled to partner with the Standards for Excellence Institute on this new initiative," said Erinn Andrews, GuideStar's senior director of nonprofit strategy. "The Seals of Excellence will help donors easily identify exceptional nonprofits that have been accredited and are worthy of further consideration. We believe that by integrating information from external groups like the Standards for Excellence Institute, the 7 million annual visitors to GuideStar's website will have a more complete picture of the nonprofit's qualifications."

Greg Cantori, President and CEO of the Standards for Excellence Institute, says "Individuals and donors throughout the country are looking for opportunities to support charities that they can trust. GuideStar's choice to highlight organizations that meet the highest standards in efficiency, transparency and governance with the Standards for Excellence Institute will make it easier than ever for you to make informed decisions with your generous contributions."

GuideStar, www.guidestar.org, is a 501(c)(3) nonprofit that connects people and organizations with information on the programs, finances, and impact of more than 1.8 million IRS-recognized nonprofits. GuideStar, a CFC Charitable Organization #75786, serves a wide audience inside and outside the nonprofit sector, including individual donors, nonprofit leaders, grant-makers, government officials, academic researchers, and the media.



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Catalyst Center for Nonprofit
Management
PO Box 754
Warrington, PA 18976

