The West Virginia Nonprofit Association seeks to strengthen nonprofit organizations individually and the sector as a whole, catalyzing innovation, fostering a collective voice of its members, and increasing the reputation and influence of the nonprofit sector in WV.
Message from the President

Serving Nonprofits. Strengthening WV. This is something that the Advisory Board of the WVNPA has believed in since the formation of the group in September 2011. Before that time, it was just a discussion that was shared across the state for over 30 years. Some pockets of the state began to develop ways to address this but never connecting the state together to create one vision. It’s hard to imagine it took this long but that was the past. Through support from Claude Worthington Benedum Foundation, we now look forward with open eyes to seek for opportunities and address challenges that will strengthen the nonprofit sector.

The Advisory Board has participated in developing and watching the association grow. This is evident through growth in our membership, the services & benefits offered to our members and improvements in the awareness of our sector to the business, education and government communities. Our accomplishments speak to these issues. Membership - Initially we had 30 members by the end of 2012. Today, we have 242 members. Services & Benefits – This has grown to include an expanded web-platform, a Nonprofit Track at the Volunteer WV conference, our Nonprofit Leadership Summit, the recent launch of our Principles & Practice program and discounts to our members, like Grant Station. Awareness – This is most evident through our Policy Institute at the State capitol in November of each year and Policy initiatives through our network with the National Council of Nonprofits.

We are excited about the opportunities that lie ahead. It is our membership that defines what we offer to the nonprofit community. We thank our membership for the opportunity to serve them.

Thank You!

Tres Ross
Executive Director
The Ross Foundation

Dr. Robert Penna presenting The Nonprofit Outcomes Toolbox at Flatwoods.
The Strength of the Sector

- Employs 68,900 people (10% of the state’s workforce)
- Generates $7.9 billion in annual revenues
- Holds assets of $11.2 billion
- Partners with Government, Businesses and Communities

West Virginia Nonprofit Sector

- 501(c)3 Public Charities: 6,799
- 501(c)3 Foundations: 431
- Other 501(c) Organizations: 4,287

2014 Training Study

In 2014, the WVNPA partnered with The EdVenture Group to conduct a study of the training needs of West Virginia nonprofits. Three themes emerged from the data collected through surveys, focus groups, and phone interviews throughout the study.

- Organizations expressed a need for training specific to nonprofits in West Virginia.
- Organizations indicated a need for a variety of topics and formats to meet their needs.
- Organizations reported limited or non-existent budgets available for training.

Eighty-one (81) nonprofit respondents who completed the online survey suggested that training and coaching were of significant importance to their organizations with 84% of the respondents rating training and coaching as important, very important or critical.

Respondents were also asked if their organizations had participated in nonprofit trainings in the past two years. 63% indicated that their organization had taken part in trainings. 73% indicated that they have unmet training needs, and 28% indicated they had no annual training budget.
West Virginia’s nonprofit organizations provide a wide variety of valuable services and products that are essential to communities across the state. The success of these nonprofits is dependent upon public confidence and support.

The West Virginia Nonprofit Association has developed *West Virginia Principles & Practices for Nonprofit Excellence* to serve as a model for nonprofit organizations to guide their operations and practices, enabling them to meet their missions. The Principles & Practices are intended to describe best practices in managing and governing nonprofit organizations.

These principles provide benchmarks to help an organization determine how efficiently and effectively it is working towards its mission and provide recommendations for improvement. The Principles are organized into eight categories: Mission & Program; Planning; Governance; Financial Management; Legal/Compliance; Human Resources; Marketing and Communications; Outcomes & Evaluation.

To complement the Principles and Practices, a two-part, online tool has been created that

1) Allows nonprofits to complete an online assessment, providing them with an organizational report card highlighting areas that may need attention, as well as areas where the organization is operating in accordance with Principles and Practices. The online assessment can then be used by organizations as a guide for finding the resources they need to better align their operations with Principles and Practices.

2) Aids nonprofit organizations in finding vetted resources that address the various sections and subsections of Principles and Practices through a library of resources, samples and templates.

*wvnpa.org/principles*
Membership

<table>
<thead>
<tr>
<th>MEMBER TYPE</th>
<th>Year End 2012</th>
<th>Year End 2013*</th>
<th>Year End 2014</th>
<th>As of 9/16/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging</td>
<td></td>
<td>11</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>General Member</td>
<td>30</td>
<td>106</td>
<td>158</td>
<td>217</td>
</tr>
<tr>
<td>Associate</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Academic</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Business-Consultant</td>
<td>2</td>
<td>5</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>30</td>
<td>115</td>
<td>179</td>
<td>242</td>
</tr>
</tbody>
</table>

With over 240 members, the West Virginia Nonprofit Association represents a diverse mix of nonprofits, individuals, academic institutions, and business serving the nonprofit sector.

Financials

2014 Financial Report (January 1 - December 31)

Income:
- Reserves: $116,703
- Member Dues: 31,250
- Grants: 32,900
- Fees for Service: 5,757
Total Income: $186,610

Expenses:
- Fiscal Management: $12,000
- Personnel: $78,079
- Program Development: 22,071
- Professional Development: 2,575
- Office Expenses/Supplies: 2,680
- Travel: 8,833
Total Expenses: $126,239
2015 Net: $60,371

Serving Nonprofits...

In 2014, the West Virginia Nonprofit Association sponsored, hosted, or partnered with other organizations to present 2 conferences, 6 workshops, and 7 webinars reaching 184 members and 389 non-members. Topics included:
- Board Governance
- GrantStation
- Strategic Planning
- Member Benefits
- Technology in the Workplace
- Nonprofit Outcomes Toolbox with Dr. Robert Penna
- Strength-Based Grant Writing for Nonprofits (In partnership with Volunteer WV)
- Preventing Fraud in the Workplace
- Nonprofit Leadership Day at Faces of Leadership
- Legal Issues (In partnership with Philanthropy West Virginia)
- Employee Handbooks: The Good, the Bad, and the Ugly
- West Virginia Policy Institute (In partnership with Philanthropy West Virginia)
WVNPA Member Agencies

Genesis Youth Crisis Center, Inc.
Girl Scouts of Black Diamond Council
Goodwill Industries of KYOWVA Area, Inc.
Good News Mountaineer Garage
Good Samaritan Free Clinic, Inc.
Good Shepherd Interfaith Volunteer Caregivers Inc.
Greenbrier Valley Theatre
Habitat for Humanity of the Eastern Panhandle
Habitat for Humanity of Kanawha and Putnam
Hancock County Senior Services
Harrison County Family Resource Network
Health Access Inc.
Heart & Hand House, Inc.
Heart of Phoenix Equine Rescue, Inc.
HER Place, Inc.
High Rocks Educational Corporation
Highland Hospital Foundation
Homeless, Inc.
Huntington Museum of Art
Information Helpline of the Upper Ohio Valley
Jackson County Developmental Center
Jefferson Arts Council
Just For Kids, Inc.
Kanawha Communities That Care, Inc.
Kanawha Valley Fellowship Home, Inc.
King's Daughters Child Care Center
KISRA
LEAD Community Organization, Inc.
Leadership WV
Legal Aid of WV, Inc.
Lewis County Family Resource Network
Lewis County Senior Citizens Center, Inc.
Linwood Alive, Inc.
Literacy Volunteers of Harrison County, Inc.
Literacy Volunteers of Monongalia & Preston Counties
Logan County Autism Association
Logan Healthcare Foundation, Inc.
Love Thy Neighbor, Inc.
Main Street Charleston East End
Main Street Charleston West Side
Main Street Fairmont
Main Street Kingwood
Main Street Manning
Main Street Martinsburg
Main Street Morgantown
Main Street Philippi
Main Street Point Pleasant
Main Street Ripley
Main Street Ronceverte
Marshall County FRN
Mission West Virginia, Inc.
Monroe Day Care Center
Morgan County Association for Food and Farms
Mountain Hospice, Inc.
Mountain State Centers for Independent Living
Mountaineer Spay Neuter Assistance Program
Nazareth Farm
New River Community & Technical College Foundation, Inc.
Now Our Angel's in Heaven
Oakhurst Outreach
Ohio County Family Resource Network, Inc.
Ohio Valley Environmental Coalition
Ohio-WV Youth Leadership Association
On Trac Bellington
On Trac Beverly
On Trac Charles Town
On Trac Ekins
On Trac Kenova
On Trac Madison
On Trac Marlinton
On Trac Parkersburg
On Trac Parsons
On Trac Romney
On Trac Rowlesburg
On Trac Shinnston
On Trac Sutton
On Trac Wheeling
Parkersburg Area Community Foundation
Pendleton County Community Foundation
Philanthropy WV
Pocahontas County Senior Citizens Publishers Place
Purposefull Paws
Randolph-Tucker Children's Advocacy Center
Randolph County Humane Society
Rea of Hope, Inc.
Read Aloud West Virginia
REACHH Family Resource Center
Regeneration, Inc.
 Ritchie County Family Resource Network, Inc.
Roark-Sullivan Lifeway Center
Russell Neubert Services, Inc.
School of Harmony
S.T.O.P. Strong Through Our Plan
Scott’s Run Settlement House
Seeing Hand Association, Inc.
Shepherd’s Center of Greenbrier Valley
Sisters Health Foundation
Sisters of St. Joseph Health & Wellness Foundation
Southeastern Appalachian Rural Alliance, Inc.
St. John’s Home for Children
Square One Family Networks Corporation
Tamarck Artisan Foundation
TEAM for West Virginia Children, Inc.
TechConnect West Virginia
The Arc of Harrison County
The Arc of the Mid Ohio Valley
The Education Alliance
The Foundation of Monongalia General Hospital, Inc.
The Greater Greenbrier Valley Community Foundation
The Greater Kanawha Valley Foundation
The Marr Foundation DBA Camp O’karr
The Lifehouse, Inc.
The PACE Project, Inc.
The Ross Foundation
The Soup Kitchen of Greater Wheeling, Inc.
The State Fair of West Virginia
The West Virginia Land Trust
The Youth Museum of Southern West Virginia
Theatre de Jueneuse, Inc.
Trillium Performing Arts
Tri-State Literacy Council
Tucker Community Foundation
United Way Alliance of the Mid-Ohio Valley
United Way of Central West Virginia
United Way of Harrison County
United Way of Southern WV
United Way of the Greenbrier Valley
United Way of Randolph County
United Way of the River Cities
United Way of the Upper Ohio Valley
University of the World
Vision Shared, Inc.
Voices of the Street, Essentially Yours
Watoga State Park Foundation
Webster County Economic Development Authority
Weirton Christian Center
West Liberty University Foundation, Inc.
West Virginia Bar Foundation
West Virginia Botanic Garden
West Virginia Center for Civic Life, Inc.
West Virginia Center on Budget & Policy
West Virginia Child Advocacy Network
West Virginia Community Development Hub
West Virginia Development Office
West Virginia FREE
West Virginia Health Right, Inc.
West Virginia Home Builders Association
Charitable Fund
West Virginia Local Health, Inc.
West Virginia Mountain Airs (dba WV211)
West Virginia Press
Association Foundation
West Virginia PTA
West Virginia Professional Dance Company
West Virginia School of Osteopathic Medicine Alumni Association, Inc.
West Virginia Statewide Independent Living Council
West Virginia Voluntary Organization Active in Disaster
West Virginia Warrior Virtue Society
Wetzel County Chamber of Commerce
Wind Dance Farm and Earth Education Center
Wood County Habitat for Humanity
Wood County Society for Crippled Children & Adults, Inc.
Your Community Foundation
Youth Services System Inc.

Academic Institutions:
- WV Wesleyan College School of Business

Business-Consultant Members:
- First Nonprofit Group
- McKinley Carter Nonprofit Advisory Services
- Thornburg Insurance Agency
- The Growth Coach
- CPA
- UC Assure
- Collective Impact LLC
- MESH Design & Development
- WV Social Media
- Kingerly and Company, LLC
- The Liko Group
- RAISING CLARITY

BECOME A MEMBER!
Join your nonprofit peers in advancing critical policy issues affecting the nonprofit sector. Build your organization's capacity with members-only tools, trainings and money-saving discounts.

Proud State Association Member
NATIONAL COUNCIL OF NONPROFITS
National voice, State focus, Local impact.

In Partnership With
PHILANTHROPY WEST VIRGINIA

WWW NONPROFIT ASSOCIATION
P.O. Box 1452
Lewisburg, WV 24901
304-667-2248
WWW.WVNPA.ORG
## WVNPA Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Adkins</td>
<td>Executive Director, Carnegie Hall, Inc.</td>
</tr>
<tr>
<td>Susan Aloi</td>
<td>Director, School of Business &amp; MBA, WV Wesleyan College</td>
</tr>
<tr>
<td>John Ballengee</td>
<td>CEO, United Way of Central West Virginia</td>
</tr>
<tr>
<td>Gary Clay</td>
<td>United Way of Randolph Board; President American Red Cross</td>
</tr>
<tr>
<td>Heather Foster</td>
<td>Executive Director, Volunteer West Virginia</td>
</tr>
<tr>
<td>Michelle Foster</td>
<td>CEO, KISRA</td>
</tr>
<tr>
<td>Deb Koester</td>
<td>Executive Director, West Virginia Local Health, Inc.</td>
</tr>
<tr>
<td>David Rogers</td>
<td>Executive Director, Mission West Virginia</td>
</tr>
<tr>
<td>Tres Ross</td>
<td>CEO, The Ross Foundation</td>
</tr>
<tr>
<td>Sheri Ryder</td>
<td>Senior Development Director, Greater Kanawha Valley Foundation</td>
</tr>
<tr>
<td>Mark Sliter-Hays</td>
<td>CEO, Catholic Charities of West Virginia</td>
</tr>
<tr>
<td>Tom Tinder</td>
<td>Executive Director, WV Bar Foundation</td>
</tr>
<tr>
<td>Nikki Williams</td>
<td>Main Street/Otn Trac State Director, WV Development Office</td>
</tr>
</tbody>
</table>

## Our Sponsors, Supporters and Partners

### WVNPA Members
- Claude Worthington Bennedum Foundation
- Philanthropy West Virginia
- The McDonough Foundation
- BB&T
- City National Bank
- Volunteer West Virginia
- West Virginia Wesleyan College
- Glenville State College
- Marietta College-Nonprofits LEAD
- WVU School of Social Work

### WVNPA Regional Partners
- Beckley Area Foundation
- United Way of Southern WV
- United Way of the River Cities
- The Greater Kanawha Valley Foundation
- Our Community’s Foundation, Parkersburg
- Ohio Valley Community Foundation
- Eastern Panhandle Community Foundation
- Greenbrier Valley Community Foundation
Why Join?

Members of the West Virginia Nonprofit Association enjoy more than $500 in savings.

Members get FREE access to GrantStation.com (a $149 value) and Network for Good’s Fundraising Fundamentals (a $360 value).

**BENEFITS OF MEMBERSHIP:**
- Free membership to GrantStation     $149 value
- Network for Good Fundraising Fundamentals   $360 value
- Free access to WVNPA webinars     $30 each
- Conference discounts (WVNPA & Faces of Leadership) $50 discount
- Discounts on workshops featuring topic experts $50 savings
- Group buying discounts on products and services 20% or more
- Networking and Member Communications including Invaluable
- State and National Advocacy on behalf of WV Nonprofits Priceless
- WV Principles & Practices for Nonprofit Excellence Priceless

**PLUS,** when your organization joins the West Virginia Nonprofit Association, your nonprofit also becomes a member of the nation’s largest network of nonprofits. Through the WVNPA’s association with the National Council of Nonprofits, your staff and board have access to timely updates on trends and issues that impact all charitable nonprofits. Whether you are interested in strengthening your nonprofit’s governance or fundraising, or learning about public policy issues that affect your nonprofit’s mission, you will find that the National Council of Nonprofits’ National Voice, State Focus, and Local Impact add significant value to your membership in the West Virginia nonprofit Association.

The West Virginia Nonprofit Association continuously works hard right here in West Virginia as an advocate for issues that affect all nonprofits in our state, so they continue to have the tools and resources they need to serve their communities.

[www.wvnpa.org/join](http://www.wvnpa.org/join)

WV Nonprofit Association
P.O. Box 1452
Lewisburg, WV 24901
304-667-2248
[www.wvnpa.org](http://www.wvnpa.org)