

## A CAMPAIGN TO SUPPORT THE CURRENT AND FUTURE **SUCCESS OF OUR NONPROFIT SECTOR**

Our local nonprofits are critical to our ability to create a fully thriving community for all who live and work in Holland and Zeeland. Investing in the health and strength of our local nonprofits meaningfully impacts the lives of many community members. Our efforts support nonprofit leaders and organizations with the resources, information, and people to do their best work.

### **OUR PARTNERS**

The Lakeshore Nonprofit Alliance and Community SPOKE lead local efforts to strengthen the nonprofit sector and will continue to be our key partners in this work.

### **OUR COMMITMENT**

We will increase investment from the Community's Endowment to Strengthen the Nonprofit Sector to \$150,000 per year for at least 10 years. We are also partnering with local donors to raise new funds to further grow and sustain this work.

### **OUR GOAL**

To secure \$1.7 million to grow and sustain our community's commitment to a strong nonprofit sector.

## **THE CAMPAIGN HAS THREE COMPONENTS**

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### **\$1.5 MILLION TO OUR STRENGTHENING THE NONPROFIT SECTOR ENDOWMENT FUND**

This fund ensures the Holland/Zeeland Area always has resources to invest in a healthy nonprofit sector.

### **\$150,000 TO ADD IMMEDIATE CAPACITY**

These funds will add immediate capacity to launch new services and grow existing programs that the endowed fund will sustain long term.

### **\$50,000 FOR EVALUATION EFFORTS**

These funds will bolster efforts to measure how effective our SNS investments are in strengthening our local nonprofit sector's capacity and effectiveness and provide the necessary data and feedback for future adaptations in services or programs.

*“2020 was the year that Lakeshore Nonprofit Alliance and Community SPOKE demonstrated their value by delivering on their missions. Things moved at light speed, but they moved smoothly and in coordination to address the human services needs created by COVID-19 and help keep nonprofits sustainable during a difficult time. This happened thanks to connections that had been made and strengthened prior to 2020 through our work to increase the capacity and effectiveness of our nonprofit sector.”*

– PATRICK CISLER, EXECUTIVE DIRECTOR, LNA AND COMMUNITY SPOKE

## WHY ENDOW THIS WORK?

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CFHZ made one of its first investments in the strength of our local nonprofit sector in 2011 in response to demand for programs and tools that equipped nonprofits with skills and knowledge to help them grow, collaborate, and better deliver on their missions. Since then, CFHZ has invested more than \$600,000 from our Community's Endowment to fund efforts that strengthen our local nonprofit sector.

In 2020, pandemic-related challenges provided a living case study which demonstrated beyond a doubt that our previous investments were a wise and worthwhile use of Community Endowment funds. Our efforts to strengthen the nonprofit sector helped social sector partners lean into existing, trust-built relationships to collaborate, innovate, and respond to increasingly complex challenges while also fulfilling their missions at a high level.

The strength of our nonprofits will always matter, and this is the moment for our community to make this commitment. Supporting this work is an investment in every local nonprofit organization – their leadership, their staff, their unique mission - and our community's success.

## WHAT WE'RE INVESTING IN NOW

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- Operating and Program Support to Lakeshore Nonprofit Alliance (LNA) and Community SPOKE.
- Nonprofit Board Leadership Trainings, and Executive Leader Recruitment and Onboarding Support.
- Nonprofit Staff Leadership Development, Recruitment, and Retention Programs.
- Data collection on community needs and nonprofit industry benchmarking.
- Nonprofit Mergers and Formal Collaborations.

## WHERE WE WANT TO GROW IN THE FUTURE

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- **People and talent.** Doubling down on investments in top-level staff leadership AND expanding opportunities for management/executive level leaders who aren't executive directors.
- **Field Level Capacity.** Increasing support for LNA and Community SPOKE to facilitate collaborations and expand their programming.
- **Direct Technical Assistance.** Supporting organizations in improving specific areas of their operations by providing matching funds for outside consulting services



### JOIN US IN STRENGTHENING OUR LOCAL NONPROFIT SECTOR!

Are you interested in supporting this campaign to strengthen our local nonprofit sector? For more information, please contact Colleen Hill, VP of Development & Donor Services, at [chill@cfhz.org](mailto:chill@cfhz.org) or 616-994-8853.

[www.cfhz.org/snscampaign](http://www.cfhz.org/snscampaign)