PANO Listening Tour

#ListeningToPA

Miles Driven:

3017

Hours on the Road: 57

Snowy Trips: 3

Ways We Collected Data:

19 Focus Groups

14 One-on-One Meetings

15 Responses to Online Survey

52 Conference Note Cards

10 Conference Listeners

340+ People Heard

Top 5 Things People Love About Their Communities:

- The talented, generous people who care deeply about the community
- The natural beauty, rural areas & recreational opportunities
- The aliveness & forward movement
- The rich, long history & landmarks
- The community's size & location

Listening Tour Sponsor:

MaherDuessel
Certified Public Accountants

42+ Cups of Coffee

ACKNOWLEDGEMENTS

OUR PARTICIPANTS

Thank you to EVERYONE who participated in the Listening Tour! The warm reception we received from everyone, whether people knew us or not, was humbling and speaks to our collective dream of a Commonwealth made better through our efforts. This process was engaging in its very nature because everyone—from participants, to PANO Board members to hosts—contributed what they could to the "stone soup" known as the Listening Tour. We deeply appreciate your support!

LISTENING TOUR SPONSOR

MaherDuessel
Certified Public Accountants

PANO'S BOARD OF DIRECTORS

Board members each contributed what they could to PANO's Listening Tour from, everything from sponsorship to setting up meeting locations to making introductions to attending meetings.

Ifeoma Aduba, President
A Woman's Place

Marilyn Jenkins, Vice President
Allegheny County Library Association

Drew Goldstein, Secretary
RoundSquare Group

Gregory Lindemuth, CPA, Treasurer
Williamson Free School of Mechanical Trades

Douglas Berman
Reinsel Kuntz Lesher

Sam Bressi
Lancaster County Community Foundation

Mike Cherewka, Esq.
Cherewka Law

Susan Gilmore
FamilyWize

Donald Kramer, Esq
Montgomery, McCracken Walker & Rhoads

Michael Kumer
Boards MTO

Jordan Pallitto
The Hill Group

Lisa Ritter
Maher Duessel

Jeanne Troy
New Hope Ministries

OUR HOSTS

All around the state, people opened their contact lists and their places of work, inviting those they knew to their space to interact with the PANO's new Executive Director, Anne Gingerich. With much gratitude, PANO acknowledges the following individuals for their willingness to share who they knew and their space:

Susan Acito
Community Foundation of Westmoreland County

Samantha Balbier
Greater Pittsburgh Nonprofit Partnership

Kurt Bauman
Northeast Pennsylvania Alliance

Jim Bendel
Community Foundation of Westmoreland County

Del Birch
United Way of Erie County

Linda Bishop
MileStone Bank

Jenny Blanchard
Scranton Area Foundation

Don Block
Greater Pittsburgh Literacy Council

Michael Brand
The Nonprofit Partnership

Diana Bucco
Buhl Foundation

Bill Conrad
Stackpole-Hall Foundation

Caleb Crousey
Community Foundation of Westmoreland County

Jim Domenick
Domenick and Associates

Kathy Dahlkemper
Erie County Executive

Kate Dewey
The Forbes Funds

Jennifer Dippold
Dickinson Center

Laura Ducceschi
Scranton Area Foundation

Nancy Dunleavy
Dunleavy and Associates

Paula Fritz Eddy
Elk County Community Foundation

Tammy Gentzel
Centre County United Way

Jamie Haddon
United Way of Bucks County

Esther Hughes
MileStone Bank

Bill Jackson
United Way of Erie County

Debra Kahn
Philanthropy Network of Greater Philadelphia

Kate Lomax Brock
Community Education Council of Elk & Cameron Counties

Sandy Lutz
Elko and Associates

Brian Magee
Pittsburgh Urban Magnet Project

Tina Martin
Care for Children

Janet Mintzer
Pearl S. Buck International

John Nihill
Elko and Associates

Laura Otten
Nonprofit Center of LaSalle University

Jill Reeder
Pearl S. Buck International

Barb Sieck Taylor
Grantmakers of Western Pennsylvania

Kerri Strauss
United Way of Bradford County

Jennifer Swain
Keystone Theatre

Andrew Swinney
The Philadelphia Foundation

Stephanie Taylor
Dunleavy and Associates

Heidi Thomas
Dickenson Center

Liz Toukonen
YMCA of Centre County-Bellefonte

Melissa Turlip
Junior Achievement in Pittston.

Mandi Wilton Davis
United Way of the Bradford Area

Bob Wooler
The Nonprofit Partnership

PANO STAFF

The Listening Tour could not have happened without the entire staff team supporting it. Britton Miller took the lead in coordinating travel plans with hosts in the local areas. All team members had the opportunity to travel to various with Anne, organizing logistics and more. And of course, the office continued to function during this time. Many thanks to this amazing group of individuals!

Anne Gingerich, Executive Director

James Eirkson, Director, Community Partnerships and Learning

Lauren Henicle, Communications Coordinator and Office Manager

Britton Miller, Director, Public Policy and Civic Engagement

Tish Mogan, Director, Standards for Excellence

EXECUTIVE SUMMARY

INTRODUCTION

THE PURPOSE

A change in leadership at the Pennsylvania Association of Nonprofit Organizations (PANO) provided the opportunity to reevaluate the organization's relevance as a state association. The board and the new Executive Director, Anne Gingerich, decided to check in with PANO members and non-members to hear about their needs on the ground and to determine if PANO has a role in meeting those needs.

THE ORGANIC PROCESS

The process unfolded organically. Board members set up individual and group meetings, sent invitations and made introductions. Each board member contributed what he or she could. One member provided the overall sponsorship. Others offered meeting space. Most attended at least one of the focus groups. When other key partners learned about the Listening Tour, they also offered to set up meetings on PANO's behalf. On February 6th, Anne took her first trip to Pittsburgh, meeting with a few key leaders in the city. The tour unfolded from there, continuing over six months to end on July 11—with PANO meeting close to 350 people in individual meetings and focus groups, and collecting information through an online survey. On July 17, immediately following the tour, the board engaged in strategic planning, with discussion based in Listening Tour results.

THE QUESTIONS

The staff initially set up a series of twelve (12) questions to guide discussions; these questions took on their own organic nature. Early focus group questions were tested and reformatted based on results. The twelve (12) questions were soon reformatted to included four (4) primary questions. Discussion results easily fell into these categories:

- ***What do you love about your community?***
- ***What would 100% success look like for your community?***
- ***What would it take to get there?***
- ***How can PANO walk alongside you in your work?***

THE OUTCOMES

The Listening Tour met all of its goals and more. One concept that emerged from the Tour was the belief that people from all sectors, nonprofit, for-profit and government, must come together to determine and implement community solutions. While continuing to serve the nonprofit sector, PANO will work with people from all sectors to create thriving communities. PANO also learned that a state association has a critical role to play in the wellbeing of the nonprofit sector. PANO will focus in the following five areas: 1) Advocacy; 2) Collaboration; 3) Learning; 4) Support; and 5) Compelling Communication. These areas form the foundation of *PANO's 2014-2017 Strategic Plan*.

NEXT STEPS: WE ARE STILL LISTENING

Though the 2014 Listening Tour has been completed, PANO is not done listening. In fact, engaging and convening have been adopted as key ways of doing business. We will continue our listening by testing ideas in a few communities to see what may or may not resonate. In addition, we plan to engage individuals and communities every step along the way.

WE TOGETHER ARE BETTER THAN ANY ONE OF US ARE ALONE!

WHAT WE HEARD: COMMON THEMES

Information collected throughout the tour was analyzed for common themes. This summary includes the common themes heard in response to each of the four main questions asked throughout the tour.

WHAT DO YOU LOVE ABOUT YOUR COMMUNITY?

- The Talented, Generous People who Work Together for the Greater Good (110 Responses)
- The Natural Beauty, Rural Areas and Recreational Opportunities (33 Responses)
- Our Aliveness and Forward Movement (27 Responses)
- Our Rich Long History and Historical Landmarks (26 Responses)
- Our Community's Size and Location (25 Responses)
- A Close-Knit Community Where Relationships Matter (21 Responses)
- A Great Place to Live and Raise a Family (20 Responses)
- Our Culture and Local Attractions (18 Responses)
- We Welcome and Embrace Diversity (15 Responses)
- Our Educational Institutions (13 Responses)
- Tenacious People with a Strong Work Ethic (5 Responses)
- Strong, Respected Nonprofit Sector (3 Responses)
- Emphasis on Youth Development (2 Responses)
- Local, Wholesome Food and Sustainable (2 Responses)
- Transient Population (1 Response)
- Our Community's High Level of Integrity (1 Response)

WHAT WOULD 100% SUCCESS LOOK LIKE FOR YOUR COMMUNITY?

- Everyone Would Have Enough and Live in Safe, Healthy Environments (189 Responses)
  - *Peaceful, Safe and Healthy Environments (45 Responses)*
  - *Economy would Provide Jobs and Adequate Income for Everyone(34 Responses)*
  - *Successful Education and Workforce Development for Everyone (32 Responses)*
  - *Affordable Healthcare for Everyone Who Would, In Turn, Be Healthy (20 Responses)*
  - *People and Neighborhoods would be Aware and Have Equal Access to Affordable Resources (17 Responses)*
  - *Diverse, Stigma-free Environment (15 Responses)*
  - *Affordable Housing for Everyone (13 Responses)*
  - *Transportation for Everyone (8 Responses)*
  - *Food for Everyone (4 Responses)*
  - *Sufficient Childcare (2 Responses)*
  - *Everyone would have High Quality of Life (1 Response)*
  - *Incarceration Reform Need to be Reevaluated (1 Response)*
- Communities would Respectfully Work Together for a Common Vision (50 Responses)
- People and Businesses Think Positively and Choose to Live in our Community (30 Responses)
- Individuals and Businesses Fully Engaged and Making Investments in Strong Communities (25 Responses)
- Individuals would Find Fulfillment, Feel Valued and Thrive (13 Responses)
- All Organizations Are Innovative and Run like Businesses (9 Responses)

- Community would have Adequate Resources (8 Responses)
- Openly Address the Issues that Do Exist (5 Responses)
- Long-term Planning would Lead to Strong Organizations (5 Responses)
- Charities would No Longer be Needed (4 Responses)
- Organizations and Communities would be More Transparent (2 Responses)
- People Operate from Abundance Mentality—Rather than Scarcity (2 Responses)
- Open to Change, with Strong Historical Roots (2 Responses)
- Money Can be Spent on Enrichment Because Needs are Met (2 Responses)
- Improved Tax Structure (2 Responses)
- Families would be Strong (2 Responses)
- Organizations would still exist (1 Response)
- Better Communication Infrastructure (1 Response)
- People Would Steward or Care for their Homes (1 Response)
- Charitable Attitudes would be the Norm (1 Response)
- History would be Preserved (1 Response)
- Everyone would be Well Represented Politically (1 Response)

WHAT WOULD IT TAKE TO GET TO 100% SUCCESS?

COLLABORATIVE EFFORTS WITHIN AND BETWEEN SECTORS TO WORK TOWARD A COMMON VISION

- Collaborative Efforts Within and Between Sectors to Work Toward Common Vision (76 Responses)
- Adequate, Trained Workforce (Paid & Volunteer) Who Are Valued and Respected (42 Responses)
- Better Leadership Across All Sectors—State and Local (25 Responses)
- Changing Our Image and Promoting What We Do (21 Responses)
- Building Trust "Organically" through Openness and Tolerance (20 Responses)
- Increased Investment of Time and Finances (17 Responses)
- Community Development Efforts (12 Resources)
- Involvement of All People in the Community (11 Responses)
- Increased Parental Involvement and Mentoring (10 Responses)
- Clearly Stated Plans that Solicit Community Buy-In and Action (11 Responses)
- Change in Public Policy (10 Responses)
- Holding Ourselves and Each Other to High Standards (8 Responses)
- Increased Hope—Vision for What is Possible (7 Responses)
- Overcome Current Fundraising Challenges (6 Responses)
- Engaged Boards Driven by Strategy (6 Responses)
- Support for Those Most Vulnerable (6 Responses)
- Small, Local Teams Who Actively Work to Implement Plans (5 Responses)
- Professionals who Can Assist with Implementation (4 Responses)
- Building on Existing Strengths (4 Responses)
- Redefine Success and Failure (4 Responses)
- Reduce Regulatory/Legal Barriers (4 Responses)
- Strong Organizations with Strong Outcomes (4 Responses)
- Willingness to Change (3 Responses)
- Increased Community Self-Esteem (3 Responses)
- Increased Awareness of True Community Needs (3 Responses)
- Increased Support and Attention to Top Leadership (3 Responses)
- Constant, Consistent and Long-Term Change Efforts (3 Responses)
- Personal and Community Pride (2 Responses)
- Support for Taking Care of Animals (1 Response)
- Increased Natural Resources (1 Response)

WHAT CAN PANO DO TO WALK ALONGSIDE YOU IN YOUR WORK?

- Coordinate and Collaborate around Causes and Issues (54 Responses)
- Advocate for the Nonprofit Sector and Show Others How to Do So (50 Responses)
- Create Common Messaging about the Value of the Sector (36 Responses)
- Convene and Connect Nonprofits and Across Sectors (33 Responses)
- Provide Educational Support (33 Responses)
- Bring Funders Together(20 Responses)
- Continue offering Standards for Excellence—Considering New Format and Emphases (19 Responses)
- Provide Resources that Help Contain Cost (19 Responses)
- Be a Library of Information and Resources (15 Responses)
- Engage in Research and Benchmarking (12 Responses)
- Showcase Organizations around Pennsylvania (10 Responses)
- Engage as a True Statewide Organization through Partnerships (7 Responses)
- Assist Nonprofits with Business Planning (6 Responses)
- Increase Understanding about the Shift in Generations—Especially in Philanthropy (5 Responses)
- Provide Support (4 Responses)
- Provide Thought Leadership (3 Responses)
- Help Organizations with Succession Planning (1 Response)