PANO’S 2020 ANNUAL REPORT

Reimagining Together

Pennsylvania Association of Nonprofit Organizations
4801 Lindle Road
Harrisburg, PA 17111
www.pano.org
A Message from PANO’s Board Chair and Executive Director

As a year for the history books, 2020 impacted the nonprofit sector in different ways. According to a survey of Pennsylvania nonprofits conducted in August 2020:

- 22% saw an increase in demand for services.
- 36% saw a reduction in services—meaning that many vulnerable individuals did not receive needed services.
- 41% had to cancel or delay fundraising events.
- 87% saw a negative impact on their revenue.

A 100 years have passed since the last global epidemic. Thus, when members and partners reached out to ask for “best practices” for responding to a pandemic, we had no answers. The nonprofit community—in partnership with funders, business, and government partners—built the plane as we were flying it. We didn’t have best practices to lean on.

And that is our strength as a sector—adaptability, flexibility, and resilience. We understand the desire for a set of practices to follow. They provide the feeling of control when we are in places of uncertainty. Instead, our learnings include the following:

- We can’t go it alone. We saw an unparalleled amount of collaboration happening across sectors and between nonprofits.
- We need organizational, funding, and legislative systems that can quickly adapt to changing needs.
- We need support from local, state, and federal sources. When these systems work in tandem with each other, needs can be met.

And when we address our needs collectively, we not only survive, but position ourselves to thrive.

PANO is proud of our membership—which held steady at around 1,000 members throughout 2020. Our members demonstrate the sector’s ability to respond to the most challenging demands. This report provides an overview of how we supported them in their work.

**PANO’s 2021-2023 Strategic Plan**

PANO also updated our strategic plan in late 2020—as we continued to respond to COVID-19, and with an increased awareness of systemic inequity. We invite you to join us as we work toward our vision for our collective future.

**Our Vision**
PANO envisions an equitable, inclusive community where all individuals are able to reach their fullest potential.

**Our Mission**
PANO amplifies the voice, value, and impact of community benefit work to transform lives.

**Our Values**
- **Accountability:** We hold ourselves, and ask others to hold us, responsible for living by and in our values.
- **Bridge Building:** We bring groups and people together to create innovative solutions.
- **Justice:** We mindfully embed justice-based practices into all polices and programming.
- **Respect:** We model appropriate boundaries and listen with empathy to understand the boundaries set by others.
- **Risk Taking:** We are curious and explore new strategies for achieving systemic change.

**Our Strategic Priorities**
- **Racial Justice:** PANO’s practices, policies, and programming will promote the creation of deliberate systems and supports to achieve and sustain the fair treatment of people of all races, and equitable opportunities and outcomes for all.
- **Sector Wellness:** PANO’s practices, policies, and programming will prioritize enhancing the well-being of the nonprofit sector to strengthen and maximize the impact of community benefit work.
- **Organizational Wellness:** PANO will ensure that all the resources are in place internally to fulfill our strategic objectives and mission.
PANO’s Impact as Told by One Member
As we continue navigating these troubling times, PANO is doing all we can to ensure that nonprofits have the tools they need to recover from the fallout of COVID-19. Thus, we are sharing a story about an organization who joined mid-pandemic and has found PANO to be a vital resource for her and her organization.

After several years working in human services, PANO member Danielle Mink started Project Wellness, a nonprofit to address the lack of holistic health and healing resources in her rural PA community. The work was coming straight from her heart, but nonprofit guidelines, tools, and practices were unfamiliar to her. Danielle says that PANO gave her access to services like Harbor Compliance to help with incorporation, consulting services for fundraising assistance, and discounts for online trainings. Most importantly, after attending the Reimagining Together Collaborative Conference, Danielle found a sense of community and connectedness in PANO. During a year when so many of us were isolated and distanced from those closest to us, having a network of peers to lean on was invaluable.

Elevating Our Collective Voice

Research:
Two (2) surveys on Impact of COVID-19 on Nonprofits. The second done in partnership with The Pittsburgh Foundation, Community Foundation of Westmoreland County, the Forbes Fund, and United Way of Southwestern Pennsylvania gained national attention.

Education:
• Three (3) “just-in-time” workshops related to new federal legislation, attended by 575 individuals.
• Four (4) town halls with members of Governor Wolf’s administration, attended by 539 individuals.
• Four (4) presentations to FEMA, PEMA, and other public officials regarding impact of COVID-19 on nonprofits.

Direct Lobbying:
• Conversations with 22 legislator offices.
• 780 messages to public officials, keeping nonprofit issues front and center.
• Authored four (4) letters, co-signed by 47 unduplicated organizations.

Grassroots Lobbying
23 action alerts, encouraging our members to reach out to federal and state officials regarding pending legislation.

The focus of our advocacy efforts included nonprofit-designated funding support and relief for COVID-19-related unemployment claims.

Legislative Outcomes
We were not able to move the needle on COVID-19 relief. But one bill passed the Pennsylvania Senate for nonprofit-designated support, and one bill passed the Pennsylvania Senate to delay payment for unemployment compensation.

Key partners:
We particularly appreciate the work we did with these four state associations. As one stated, “We look so good together.”
Supporting Pennsylvania Nonprofits

My faith in humanity seems to be restored through the discussions held during the past two weeks. For the first time in a long time, I feel restored and realigned to keep my heart open and conversations going. – 2020 Conference Participant

- 83 online workshops attended by 3,628 individuals
- 1 virtual Collaborative Conference attended by 151 individuals
- 3,709 downloaded Standards for Excellence educational packages
- 45 Standards Accredited/Recognized Organizations
- 34 organizations accessed consulting services (e.g., strategic planning)
- 376 organizations accessed Ask PANON

Participants reported the following results of PANO programs:
- 85% (220) will do something differently in their organization in next 6 mos.
- 83% (29) will more effectively engage with their community.
- 74% (73) believe their organization will function more effectively.
- 72% (71) believe their organization will have greater community impact.
- 69% (71) said they will be better able to perform their job duties.

We’re all just muddling through this together—but sharing our experiences with each other strengthens us all.
- 2020 Conference Participant

Key partners:
We were privileged to partner with the following individuals and organizations to provide training and self-care opportunities.

Our Financial Wellness

2020 Revenue = $627,752
- Consulting Income 14%
- Program Income 9%
- Grants & Contributions 26%
- Membership Dues 36%
- Membership Services 15%

2020 Expenses = $556,184
- Fundraising 6%
- Management & General 19%
- Program Services 75%

Net Assets = $41,734

With Gratitude to Our Donors

- Abdul-Barr, Danella
- AccuFund
- Administrative and Consulting Solutions
- Aduba, Ifeoma
- Alton, James
- Ames, Donald
- APPI Energy
- Aurand, Mark
- Aurora
- Auxilia
- Bacon, Deborah
- BCF Group
- Bee, Bergvall, & Company
- Beicke, Gail
- Bloomerang
- Bookminders
- Bowen, Susan
- Boyer & Ritter, CPAs
- Burdick, John
- Catrabone, Jacqui
- Centric Bank
- Cheshire Law Group
- Citrin Cooperman
- Clemens, Brady
- Cody, Sharon
- Coletta, Frank
- Cornerstone Advisors Asset Management LLC
- Cumpston, Dawn
- Davidson, Genevieve
- Dearing, Kathryn
- Docherty, Beth
- DunlapSLK
- Dunleavy, Nancy
- Dunleavy & Associates
- Eccleston, Maureen
- Ellis, Paul
- Emerson Reid
- Firespring
- First Nonprofit
- FORM
- Fulton Financial Advisors
- Giant Food Stores
- Gift CPAs
- Gingerich, Anne
- Goldman Sachs
- Green, Janetta
- Grobman, Gary
- H2R CPA
- Highmark
- Humanitarian Social Innovations
- Isdaner & Co.
- J. Miller & Associates
- Jenkins, Marilyn
- Jitasa
- Joan B. Marcus Communications
- Johnson, Bonnie
- Keefer, Betsy
• Keela
• Kittleman & Associates
• Kirkpatrick Family
• Knight, Bob and Kathy
• Knoebel, Nancy
• Knowles-Kellett, Emily
• Knox Law
• Koch, Philip
• Kramer, Donald
• Lagana, Joseph
• Lagermasini, Corinne
• Lam, Rebecca
• Lanz, Milena
• Laura Solomon & Associates
• Lear, Mary
• Lindemuth, Gregory
• Lutz, Sandra
• Maher Duessel
• Maillie LLP
• Mascelli, Catherine
• McGee, Dawn
• McKonly & Asbury
• MMS Advancement Associates LLC
• Mogan, Susanne
• Mogan, Tish
• Murray, Angus
• Mutual of America
• Nagrant, Barbara
• Nickell, Laurie
• Nonprofit Talent
• O’Connell, Holly
• Owen Law Group, LLC
• PennSERVE
• Pilot Peak Consulting
• Plumlogix
• Rentschler, Linda
• Ritter, Lisa
• RKL
• Robbins, Rebecca
• Rohrer, Deborah
• S.R. Snodgrass, P.C.

• Sage Action Consulting
• Salsa Labs
• Santiago, Joyce
• Schmidt, Dana
• Semke, Jeff
• Semke, Timothy
• Snyder, Mary Ellen
• Strategic Consulting Partners
• Strategy Solutions
• Swearingen, Robert
• Taylor, Nancy
• The Hill Group
• The Lapin Group
• TriNet
• Troy, Jeanne
• Unger Consulting Solutions
• UPMC Health Plan
• Vandergraft, Dolores
• Vera, Patricia
• Viebranz, Gary
• Vision Benefits of America
• Wagenseller, Elizabeth
• Wilson500
• Yiengst, Taylor
• Zelenkofske Axelrod
PANO’s Board of Directors

- **President**: Beth Docherty, Founder, The TRUST Project
- **Vice President**: Ifeoma (Iy) Aduba, Principal, The Mudita Collective
- **Treasurer**: Gregory Lindemuth, Chief Financial Officer, Community Progress Council, Inc.
- **Secretary**: Bonnie L. Johnson, Controller, Educational Commission for Foreign Medical Graduates
- **Mark D. Aurand**, Attorney & Owner, Greater Good, LLC
- **Dawn Cumpston, Co-Founder & Owner, 3C – Compensation Consulting Consortium, LLC**
- **Michelle Pagano Heck, President, Nonprofit Talent, LLC**
- **Nancy Kneebel, CEO, Easterseals Eastern PA**
- **Phil Koch**, Executive Director, Community Foundation of Westmoreland County
- **Milena Lanz**, Executive Director, Maternal and Child Health Consortium of Chester County
- **Sandra S. Lutz, CPA**
- **Angus Murray**, Executive Director, Kinney Center for Autism at Saint Joseph’s University
- **Tolulope Omodara, Management Consultant, Armourgate Communications Consult**
- **Deborah L. Rohrer, Owner/Executive Coach, Deb Rohrer Coaching, LLC**
- **Joyce Santiago**, Executive Director, York Area Housing Group
- **Jeanne Troy**
- **Elizabeth Gerloff Wagenseller, Chief of Staff, Pennsylvania Department of the Auditor General**

PANO’s Emeritus Society

- **Chair**: Janice Anderson, Esq.
- **Douglas L. Berman, CPA**
- **Michael Cherewka, Esq.**
- **Joseph Geiger**
- **Lowman Henry**
- **Charles L. Houston, III**
- **Donald Kramer, Esq.**
- **James Kroh**
- **Lisa Ritter, CPA, CFE**

PANO’s Staff

- **Kyla Alvarez**, Manager of Development and Membership
- **Casey Colsher**, Administrative Coordinator
- **Anne Gingerich**, Executive Director
- **Tish Mogan**, Standards for Excellence Director
- **Christina Spadaro**, Director of Learning and Education