

PANO'S 2023 ANNUAL REPORT

*Where PA Nonprofit Professionals Grow
Better 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

Reflections on Growing Better Together



Beth Docherty
Board President

As Beth departs the PANO board for other opportunities and this particular leadership partnership comes to a close, we took time to reflect on what we want to celebrate and all that we have learned together.

PANO entered 2023 as strong as ever – with a solid staff team, dedicated board and volunteer support, and committed advocacy and program partners. We were on solid financial footing and had committed to engaging in a strategic plan refresh with a focus on business planning. From that foundation, we were able to further operationalize a branding study conducted in 2022. We embraced our brand personality personified in educator and activist, Angela Davis, who shares our values of accountability, bridge building, justice, respect, and risk taking.

In that spirit, we leaned into what PANO is all about – a hub for shared knowledge, experience, and expertise. We grew our collective voice in advocating for public policy that positively impacts lives in Pennsylvania. PANO has long been a place where that provides support for nonprofit governance and operations. The branding study simply helped us to better articulate what it is that we do. And, as we grow into using our new tagline – “where Pennsylvania professionals grow better together” – we thought our annual report would be one place to show just how this happens already, and our dreams of what this might look like in the future.

As always, we do this through the lens of 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.

This report will tell you about the hub of PANO resources – created to further sector wellness. The breadth of services might surprise you as they range from advocacy resources to “all things nonprofit governance and management.” Similarly, you will see a smaller but growing set of resources and body of work related to racial justice, including work engaged in by the board.

As we reflect on where we have come from and where we hope to go, one concept keeps surfacing for us: How do we build community with our members and beyond? What would it make possible if we use the idea of “community-building” as the “bouncer” – meaning that any activity that does not ultimately build community in some way may be discontinued? We welcome *you* – your reflections and ideas as we explore new ways of engagement, while keeping those that have worked well.

Our Vision, Mission, and Values

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 policies 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.

Creating Connections



We were thrilled to be back in person for PANO’s 2023 Annual Conference at the Blair County Convention Center in Altoona, PA. We welcomed over 120 attendees, speakers, and sponsors for two days of learning, sharing, and connecting – and we did it face-to-face for the first time since 2019.

The theme of *Landing the Plane (Without Wrecking It)* took an honest look at where Pennsylvania’s nonprofit community has been these last few years, where we’re going, and how we can get there as safely as possible – or at least not completely crash and burn along the way! The theme acknowledged (among other things):

- The daily pressures many of us are under – to do more with less, to make change happen overnight, to continue “pivoting”, to not just keep up but get ahead of the curve, etc.
- The many challenges our sector is facing – funding and staffing and planning (and more).
- The very real fear of “messing up” – that often keeps us from trying new things.
- That “doing our best” will look different from day to day, and that’s ok – some days we stick the picture-perfect landing and others...well, we’re just glad to have landed in one piece!



Collaborative Conference Partners




Advocacy Successes

In 2023, PANO advocated for policies that support a strong nonprofit workforce. Prior to the pandemic, Pennsylvania nonprofits employed 15% of the Commonwealth’s workforce. Since 2021, nonprofits have struggled to recruit and retain employees – and those that continue to serve in the nonprofit workplace often struggle with burnout. In keeping with PANO’s strategic priority of racial justice, we are advocating for equitable access to available funding for organizations led by and serving communities of color.

Our primary advocacy tactic was to amplify the voice, value, and impact of other organizations with similar goals and with expertise in specific human service areas. Our engagement goals are to build relationships with all directions – with members, partners, and elected officials.


SUPPORTED 3 RALLIES IN HARRISBURG

Strong Nonprofits!




- Start Strong PA - Child Care Funding
- PAR’s Intellectual Disabilities & Autism Funding
- Mental Health Safety Net Coalition’s Funding

SUPPORTED 1 PETITION FOR START STRONG’S CHILD CARE FUNDING



Collectively obtained over 2,000 signatures

2 NONPROFIT SURVEYS FOR PA GENERAL ASSEMBLY & CONGRESSIONAL DELEGATION



11 survey participants

2 Presentations to Appropriations Committees
Re: Need for Increased Nonprofit Reimbursement

·Collaborated with 4 other organizations
25 staffers/legislators from 17 offices participated

2 Briefings for State Freshmen Legislators

·Collaborated with 8 other organizations
12 freshmen legislators attended

8 Legislative and Regulatory Issues Considered

·Signed onto letters or offered opinion

8 Meetings with Federal Legislative Offices

·Advocated for improving Charitable Giving Incentives, increasing the Charitable Mileage Rate, and Nonprofit Stakeholders Engaging and Advancing Together Act

31 Meetings with State Legislative Offices

·Advocated for PANO budgeted embedded line item; 12 letters of support secured
PANO resources provided to legislative offices

SUPPORTED REIGNITION OF PA NONPROFIT CAUCUS

- Spoke at Press Conference
- 19 members of the General Assembly have joined the caucus
- 10 PANO members/partners attended press conference
- Nominated 3 members of PA’s Nonprofit Caucus to the National Nonprofit Caucus of State Legislators

Updated and Promoted PANO’s ARPA Advocacy Toolkit to assist members in accessing still available ARPA funds

11 Advocacy & Legislation Educational Sessions for Nonprofit Leaders

975 training participants

Impact on Pennsylvania’s Nonprofit Community

PANO’s practices, policies, and programming enhance the wellbeing of the sector to strengthen and maximize the impact of community benefit work. Outcomes from our programs are measured through evaluations and anecdotal feedback.

One of the reasons I have joined PANO is that I have worked in the for-profit business world for 27 years, and recently joined the nonprofit environment and love it. I wanted to gain as much knowledge as I could, and thought by being a PANO member, that would be a helpful resource. I am glad I joined as the information, resources, support and promptness have been excellent.

- Hope A. Claypool, MBA, PHR, SHRM-CP, Boyertown Area Multi-Services

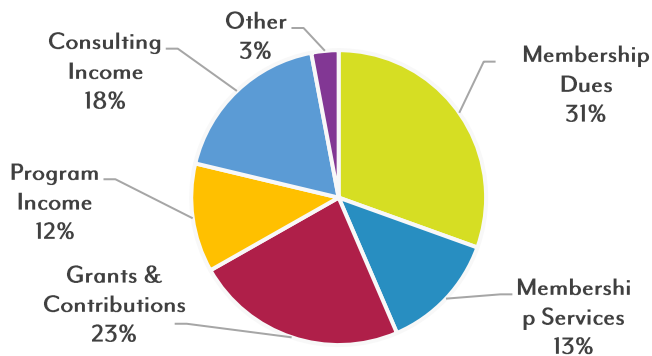
Participants have/will make the following changes resulting from engagement w. PANO:

- **96% (238)** will make a positive change in their organizations.
- **100% (7)** will improve mission effectiveness (e.g., ensuring programs fulfill on mission promise).
- **88% (60)** will improve operational effectiveness (e.g., understanding 990, social media, HR procedures).
- **87% (111)** will improve governance effectiveness (e.g., understanding bylaws, policy requirements, etc.)
- **83% (29)** will improve their advocacy effectiveness.
- **82% (77)** will improve fundraising effectiveness.
- **78% (108)** reported increased confidence in making right decisions for organization/fulfilling their org’s mission.
- **98% (101)** felt better able to perform their job duties.
- **97% (37)** will do something different to increase individual/organizational wellness.

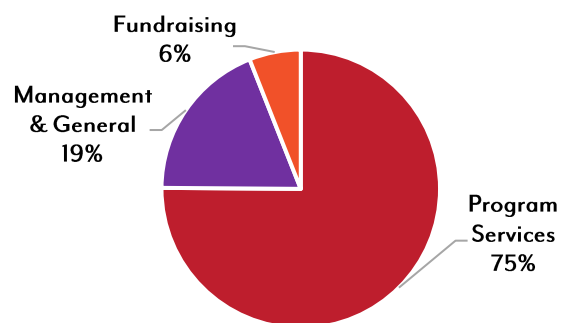
PANO-LED ACTIVITIES	ENGAGEMENT MEASURES
74 online and in-person workshops vs. 22 YTD 2022 <i>(including our annual conference and regional events)</i>	2,476 participants vs. 1,567 FY 2022 <i>(58% increase compared to FY 2022)</i>
Sector Wellness Advocacy <ul style="list-style-type: none"> • 11 trainings on lobbying/policy issues • 39 meetings/convos with elected officials - <i>increase of 56% over FY 2022</i> • 2 Freshman Briefings - PA House & Senate • Support 3 Partners’ Advocacy Efforts -NEW • Legislative Issues – PANO Opinion Requested • Reignition of PA Nonprofit Caucus- supported at press conference & at 10/10 Convening 	975 participants in advocacy training <i>(245% increase over FY 2022)</i> 12 letters of support generated for PANO’s line item request 12 participants in Freshmen Briefings 3 Rallies in Harrisburg & 1 Petition – which generated 2,000 signatures <i>(to increase state reimbursement)</i> 8 Issues (e.g., labor & industry issues, 990 addition, etc.) 140 participants introduced to members of the PA Nonprofit Caucus at the 10/10/convening.
Standards for Excellence Accreditation/Recognition <i>*36 orgs w. SFX Accreditation/Recognition in 2023</i>	1 new org completed Basics Recognition; 1 new Accreditation application; 5 orgs successfully re-accredited in 2023.
Ask PANO (Nonprofit Helpdesk) <i>*3,066 visits to the askPANO webpage in FY 2023</i>	413 Q&A vs. 397 in FY 2022 <i>(4% increase)</i>
Sector Wellness Consulting Support 49 Proposals Submitted vs. 49 in FY 2022	36 Proposals Secured vs. 30 FY 2022 <i>(20% increase)</i> <i>(84% Success Rate vs. FY 2022’s 61% Success Rate)</i>
Overall Website Visitors: 96.5K	Increase of 0.3% (337) over FY 2022.

Our Financial Wellness

2023 Revenue = \$741,698



2023 Expenses = \$750,201



Net Assets = \$243,173

*For detailed financial information, please visit [How We're Funded](#) on our website.

With Gratitude to Our Donors

In addition to the volunteers who contributed a minimum of 1,100 hours of time and expertise valued at \$36,839, we are so grateful to those who contributed financially in 2023:

AccuFund Inc.	Sandra Lutz
Ifeoma Aduba	Maher Duessel
Alliance for Nonprofit Resources	Tina Martin
APPI Energy	McKonly & Asbury
Kristy Aurand	Milton Hershey School
Hasshan Batts	Tish Mogan
BCF Group Inc	National Council of Nonprofits
Douglas Berman	Nonprofit Talent
Bloomerang	Mary O'Keefe
Mary Bula	Owen Law Group, LLC
Cheshire Law Group	Jordan Pallitto
Brady Clemens	PennSERVE
Cornerstone Advisors Asset Management LLC	Pennsylvania Treasury
Stephanie Cory	Maryam Phillips
Beth Docherty	Linda Rentschler
Emerson Reid	Deborah Rohrer
Faith Equals Works	Kristen Rotz
First Nonprofit Group	Cindy Shaler
Foundant Technologies	Shorebridge Wealth Management
Marianne Fray	Strategy Solutions, Inc.
Fulton Financial Advisors	Sustainable Energy Fund
Patricia Gendler	Temple University Harrisburg
Giant Food Stores, LLC	The Green Dragon Foundation
Grossman Yanak & Ford LLP	Ashley Tobin
Highmark	TriNet
Adam Hosey	UJoin
Humanitarian Social Innovations	UPMC Health Plan
Bonnie Johnson	Ursuline Support Services
Kittleman & Associates, LLC	Dolly Wideman-Scott
KMMK Communications	Brandon Wiley
KnoxLaw	Gregory Wilson
Philip Koch	Your Part-Time Controller, LLC
Milena Lanz	Zelenkofske Axelrod LLC
Angela Lightfoot	

Your contributions make it possible for PANO to reduce the barrier of cost of nonprofit professionals who may not otherwise be able to afford our services.

PANO Board of Directors

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Vice President: Milena Oberti-Lanz, Executive Director, Maternal and Child Health Consortium of Chester County

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