

# Doing Well for Those Doing Good: Supporting Research into Nonprofits at Academic Libraries

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## Presentation Outline

- ▶ Introductions
- ▶ Learning Outcomes
- ▶ Supporting the Michigan Community
- ▶ Outreach Opportunities
- ▶ Finding Funding
- ▶ Finding Statistics
- ▶ Finding Best Practices
- ▶ Creating Nonprofits
- ▶ Finding Careers



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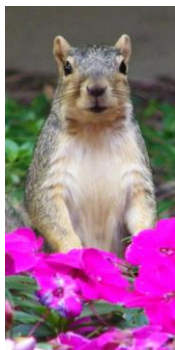
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## Introductions

*University of Michigan Librarians*

- ▶ Karen E. Downing, Ph.D., M.I.L.S.
  - *Head, Social Sciences, Education Liaison and Foundations & Grants Librarian*
- ▶ Corey Seeman
  - *Director, Kresge Business Administration Library*
- ▶ Sue Wortman
  - *Social Work Librarian*



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## Learning Outcomes

- ▶ Identify the type of research conducted in the nonprofit space and how librarians can support this work.
- ▶ Identify the variety and names of information resources that are used in this research.
- ▶ Identify the outreach opportunities that exist for academic libraries.
- ▶ Showcase support tools created at the University of Michigan Libraries (Hatcher and Kresge) to support this research.

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## Supporting the Michigan Community

- ▶ Faculty and Students (grad and undergrad) are all working in this space
- ▶ People are working from the following schools:
  - Business School
  - Public Policy
  - Social Work
  - Organizational Studies
  - Kinesiology
  - Public Health



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## Supporting the Michigan Community

- ▶ What are some of the issues that are studied?
  - Non-profit management
  - Fundraising & financial management
  - Volunteer management
  - Salary & Benefit Studies
  - Social Enterprises
  - Human Resources and Continuity
  - Cause-based Marketing
  - Board Relationships
  - Mission Drift



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## Supporting the Michigan Community

- ▶ What are some of the questions that come to the library?
  - What are the best practices among Workforce Development Programs?
  - What are the best ways to market and promote non-profit arts organizations?
  - What are efficient ways to communicate among health care workers in the developing world?
  - What are the best ways to work with a corporate partner for cause-related marketing?

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## Supporting the Michigan Community

- ▶ What are some of the questions that come to the library?
  - How can nonprofits better manage board member relationships with their staff?
  - How to effectively value a social enterprise operation for investment?
  - How to raise money and make sure it is spent on the organization's programs.
  - How can a nonprofit work with companies to ensure better decisions in regards to the environment.
  - The listing of nonprofits working on community health issues.

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## Supporting the Michigan Community

- ▶ Kresge Library: <http://kresgeguides.bus.umich.edu/nonprofits>
- ▶ MLibrary - Nonprofits: <http://guides.lib.umich.edu/nonprofits>
- ▶ MLibrary - Grants and Fundraising: <http://guides.lib.umich.edu/grants>



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## Supporting the Michigan Community

- ▶ Support for these researchers requires use of materials across the library collection.
  - Scholarly publications & Article resources
  - Directory resources (Guidestar and OneSource)
  - Access to IRS Filings (Guidestar, Foundation Center, Website)
  - Great deal of freely available resources (Urban League, etc.)
  - Strong use of monographic (print and ebook) works
  - Annual assessments of nonprofits
  - Global issue of NGOs

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## Outreach Opportunities

- ▶ Great opportunity for outreach to the academic community
- ▶ Faculty assistance for funding opportunities
- ▶ Assistance for the University as a whole (non-profit or governmental organizations)
- ▶ Ross School of Business Programs:
  - Community Consulting Club (MBAs)
  - Domestic Corps (Summer Internships)
  - Board Fellows (MBAs)

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## Outreach Opportunities

- ▶ School of Information (Michigan)
  - A2 Data Dive (<http://a2datadive.org/>)
  - A2 DataDive is a 30-hour hackathon-style service event to help fill that gap for community organizations.
- ▶ Community Organizations:
  - Given that many resources are freely available - you can gain creditability to work with local organizations.
  - Unlike business questions, people are not always sure where to go for assistance.

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## Finding Funding

▶ **Who is Doing Non-profit Funding Research?**

- **Faculty** – faculty/non-profit collaborations
- **Students** – doing internships, class projects
- **University Staff** – volunteer for local non-profits, or are responsible for non-profit partnerships
- **Non-profit staff and/or volunteers** – need funding!

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## Finding Funding

▶ **Typical Non-Profit Funding Research Questions:**

- Who can we approach to get funding?
- What's the difference between applying as an individual and a 501(c)(3)?
- Where did "X" non-profit get their funding?
- How do I apply for funding?
- Can you help me with a funding proposal?

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## Finding Statistics

▶ **Where to start**

- **American's Nonprofit Sector: A Primer**
  - Total Revenue
  - Percentage GDP
  - Size of the U.S. nonprofit sector
  - Percentage of workforce in the nonprofit sector
  - Historical trends

AMERICA'S NONPROFIT SECTOR

13 of the top 100 U.S. public companies, by revenue, are nonprofits. (Source: Center for Nonprofit Organizations, University of California, Berkeley)

1,968,158 **NONPROFIT**  
Organizations in the U.S. in 2008

70,000,000 **PEOPLE WORKING AND VOLUNTEERING**  
in the nonprofit sector

13,500,000 **THE 9<sup>TH</sup> LARGEST**  
sector in the U.S. economy

1.913 TRILLION **TOTAL REVENUE**  
and assets in 2008

10 PERCENT **comes from PHILANTHROPY**  
in 2008

© 2009 National Center for Nonprofit Organizations. All rights reserved.

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## Finding Statistics

- ▶ Where to start
  - [The Nonprofit Almanac 2012](#)
    - Over 50 charts and 100 tables
    - Glossary of terms
    - Trends in philanthropic giving
    - Average compensation per nonprofit employee by industry
    - Number and value of grants given by type of nonprofit organization



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## Finding Statistics

- ▶ ReferenceUSA
  - Locating nonprofit services for clients
  - Finding local agencies for job searches
  - Where to start a nonprofit
  - Search by SIC, NAIC codes or by type of business
- ▶ Statistical Insight
  - International and U.S. statistics
  - Giving USA Annual Reports
  - Foundation Center data
  - United Nations statistics

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## Finding Statistics

- ▶ [National Center for Charitable Statistics \(NCCS\)](#)
  - What is it?
  - What you will find there
    - Quick facts
    - Databases and report builders
    - Custom reports
    - Charitable giving stats
    - Lists of nonprofits by geographic region
    - NTEE Classifications
  - Create a free login for more advanced tools

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## Finding Best Practices

- ▶ <http://kresgeguides.bus.umich.edu/nonprofit/articles>
- ▶ Students and faculty are looking for proven ways that nonprofits and NGOs have operated.
- ▶ This comes in all areas as people try to navigate nonprofits through challenging times.
- ▶ Especially true in financial management and general operations.

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## Finding Best Practices

- ▶ <http://kresgeguides.bus.umich.edu/nonprofit/articles>
- ▶ Best sources are:
  - Scholarly articles
  - News articles and trade publications
  - Books and eBooks
  - Reports
- ▶ Scholarly journals:
  - International Journal of Nonprofit and Voluntary Sector Marketing
  - Nonprofit and Voluntary Sector Quarterly
  - Nonprofit Management and Leadership

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## Creating Nonprofits

- ▶ First Stop: Foundation Center Website: [foundationcenter.org](http://foundationcenter.org)
- ▶ Tutorial on Establishing a Nonprofit: <http://foundationcenter.org/getstarted/tutorials/establish/index.html>
- ▶ OR, Consider Fiscal Affiliation: <http://foundationcenter.org/getstarted/tutorials/fiscal/>

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## Creating Nonprofits

### The start-up checklist for establishing a nonprofit organization\*:

- ▶ File the certificate of incorporation
- ▶ Select individuals to serve on the board of directors
- ▶ Develop vision and mission statements
- ▶ Establish bylaws and board policies
- ▶ Obtain an employer identification number (EIN)
- ▶ Open a bank account and establish check signing procedures
- ▶ File for federal tax exemption
- ▶ Follow state and local nonprofit regulations
- ▶ Find office space and obtain office equipment
- ▶ Recruit staff and prepare a personnel manual
- ▶ Establish a payroll system and procure necessary insurance coverage
- ▶ Develop an overall fundraising plan

\* foundationcenter.org

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## Finding Careers

- ▶ <http://kresgeguides.bus.umich.edu/nonprofitcareers>
- ▶ Students will be looking for:
  - Opportunities – they rarely recruit on campus.
  - Salary information – for negotiation and understanding of the space.
  - Internships



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## Finding Careers

- ▶ <http://kresgeguides.bus.umich.edu/nonprofitcareers>
- ▶ Guides such as **Vault** or **Wetfeet** offer a good assessment and understanding of what it means to work in the Nonprofit Sector.
- ▶ Many job boards are online – we pull together some valuable ones on our guide.



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## Thank you

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