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Iowa Nonprofit Summit Scheduled for November 16

The Iowa Nonprofit Summit: Turning Challenge into Opportunity is scheduled for Monday, November 16 at the State Historical Building, 600 East Locust, Des Moines. Despite many challenges, Iowa's nonprofit sector has rallied to support our communities and continue the vital implementation of our missions.

The summit will provide opportunities to explore innovation, collaboration, adaptation, connectivity and advocacy for the role of nonprofits. An abbreviated conference agenda is included on page 7.

The cost for this one-day conference is \$50. For more information, go to the Nonprofit News and Events section of the Iowa Nonprofit Resource Center (INRC) Web site at <http://inrc.continuetolearn.uiowa.edu/>

The item on the summit includes a link to the full conference agenda,

information on lodging and more.

Questions may be directed to the INRC at 866-500-8980 or 319.335.9765 or by emailing brenda-steinmetz@uiowa.edu

Persons may register online at www.RegOnline.com/npsummit2009

Questions regarding registration may be directed to Jody Benz at 800-308-5987 or 515-725-3094 or jody.benz@iowalifechanging.com

iowalifechanging.com

The summit is made possible through the collaboration of these partners:

Iowa Commission on Volunteer Service; Iowa

Grants Enterprise Management System (GEM\$); Iowa Council of Foundations; Iowa Department of Cultural Affairs; United Ways of Iowa; and the Larned A. Waterman Iowa Nonprofit Resource Center.



Iowa Ranks Nationally in Volunteerism

Iowa ranks fifth in the nation in volunteerism according to an announcement by Governor Chet Culver on July 28. A recent survey conducted by the U.S. Census Bureau shows that approximately 865,600 Iowans have volunteered their time each year since 2006. On average, Iowans have given 87.7 million

hours of service annually which comes to about 37.5 hours per resident.

In addition to the impressive statewide figures, three Iowa cities rank among the top ten volunteer cities in the country. Iowa City ranks second with a volunteer rate of 49.2

Volunteerism, *continued page 3*

Book Review

Working Across Generations

By Frances Kunreuther, Helen Kim & Robby Rodrigues

Reviewed by Cory Lasker

Working Across Generations offers a comprehensive look at the leadership and generational shifts in the nonprofit sector. The book presents ideas and gives practical advice on how to approach generational changes in leadership so that the contributions of long-time leaders are valued, new and younger leaders' talents are recognized, and groups are better prepared to work across generational divides.

In examining the generational shift in leadership of nonprofits, the authors address some of the generational differences and how they affect nonprofit leadership. Currently, the leadership of a majority of nonprofits is comprised of baby boomers. These leaders often refer to the movement activities that took place during their younger years as factors driving them towards the nonprofit sector.

While baby boomers have high regard for younger generations, they still have a hard time letting go of their leadership roles due to unease about what will happen when they leave.

Like baby boomers, those from generation X and the millennial generation are entering social change activities because of personal experiences. Some have suffered or witnessed violence,

faced discrimination, or have grown up without economic resources. Despite a strong desire to assume leadership in existing nonprofits, these younger generations find it difficult for a number of reasons. Many note that having grown up in the post-movement period makes their values, abilities, and motivations suspect to some baby boomer leaders.

In addressing these issues, the authors outline a few things that these generations want from each other in order to smooth the transition. The younger generations are looking to boomers for information and advice to help them be more effective in building future social changes. They also want acknowledgment for their leadership, ideas, and vision.

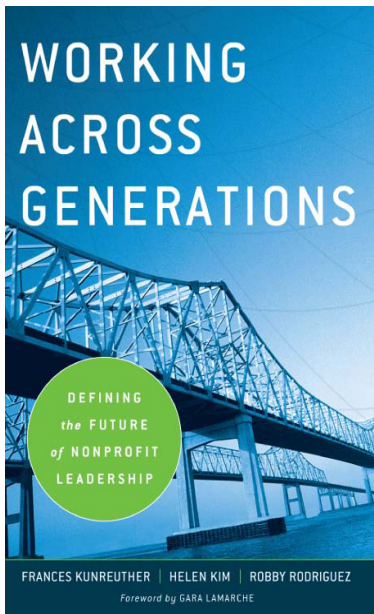
Older generations want acknowledgment for their work and contributions and their relevancy now, and not just in the past. Boomers are apprehensive that their work and lifetime contributions will be set aside.

The message of Working Across Generations is that it is essential to learn how to reach across generations and build an understanding of the different contributions each generation can make.

Need Advice on Fundraising in a Down Economy?

"For great fundraisers, 'no' is just the beginning of a conversation," says Reynold Levy author of *Yours for the Asking: An Indispensable Guide to Fundraising and Management*. The book is due out in paperback from John Wiley & Sons in November.

The Art of the Turnaround by Michael M. Kaiser, another well-received book on fundraising, was published last year by Brandeis University Press. Both authors have directed nonprofit arts organizations through lean times. Their experience and advice can spark ideas for nonprofit workers in other areas as well.



Jossey-Bass, 2009;
(175 pages);
\$30 hardcover

Volunteers, *from page 1*

percent. Waterloo and Des Moines are also among the top ten.

“I would like to thank everyone who volunteers their time and talents to help their fellow Iowans,” said Governor Culver. “I am very proud of the Iowa communities that topped the list, upholding Iowa’s status as a national leader in volunteerism and service.”

Approximately 886,000 adults volunteered in Iowa in 2008 compared to 858,300 in 2007, an increase of three percent. Much of the increase is attributed to a significant rise in college volunteerism which is up 11.6 percent from last year. This moved Iowa’s college volunteers from 17th place to 6th place. Iowa ranks in the top seven in all demographic groups.

The data for the U.S. Census Bureau study was gathered through a supplement to the Current Population Survey (CPS) September Volunteer supplement. The CPS is a monthly survey of about 60,000 households. The data collected relates to the volunteering activities of persons age 16 and older.

For purposes of the survey, volunteers are defined as individuals who performed unpaid volunteer activities through or for an organization at any point during the previous year.

Information was also collected on the type of service performed. Most people volunteer through or for religious and educational organizations. The top four service activities are collecting and distributing food, fundraising, general labor, and professional management. For more information go to <http://www.volunteeringinamerica.gov>.

AmeriCorps Grant Proposals Being Accepted

The Iowa Commission on Volunteer Service (ICVS) recently announced the availability of federal funding in the form of AmeriCorps program grants for nonprofit organizations, state agencies and local governments, elementary and secondary schools, Indian tribes, colleges and universities, faith-based organizations, and any combination of these or similar groups working together.

These grants are designed to facilitate citizens in their efforts to make a significant commitment to service by providing a stipend, health insurance and other benefits during their term of service. The grant also provides an education award at the end of the service term. The bulk of available federal funding is committed to providing these benefits to AmeriCorps members. In addition to helping individuals committed to service, the grants will help organizations to recruit, train and support AmeriCorps members serving on a full-time or part-time basis in the community. The grants are awarded on a competitive basis. Successful programs deliver service to communities while also working towards the development and growth of the AmeriCorps members serving their organization.

Programs are required to engage a minimum of ten full-time AmeriCorps members (or the equivalent, such as twenty half-time, etc.). This program will run September 1, 2010-August 31, 2011. Proposals are due to ICVS by October 30, 2009. Notification of awards will be sent by mid-June 2010.

To be considered for a grant, organizations must create an eGrants account at <http://www.americorps.gov/egrants/index.asp>

All application materials are available on the ICVS website at <http://www.volunteeriowa.org/ameri-corps2010rfp/>

Requests for information should be directed to Kristin Honz at 515-725-3097 or Kristin.Honz@iowalifechanging.com

Iowa Civil Rights Commission Assesses Fair Housing Statutes

During the month of August the Iowa Civil Rights Commission conducted a study to determine the most pressing obstacles and impediments to fair housing in Iowa and the most effective ways of addressing these challenges.

The study was conducted in several ways. An online survey was available on the Commission's Web site. It was also available at the Commission's booth at the Iowa State fair and at public forums held in Marshalltown, Storm Lake, Perry and Urbandale.

Residents were asked for their opinions on whether people in Iowa are discriminated against because of race, national origin, sex, familial status, mental disability, physical disability, sexual orientation, gender identity, or religion. They were also asked about ways in which discrimination is manifested, such as refusal of housing, steering to only certain neighborhoods, unequal deposits or rents, financing, eviction, lack of accessible housing or refusal to make modifications. They were asked to give possible reasons behind such discrimination and the best ways to address the problem.

Fair housing means all persons have equal opportunity to be considered for rental units, purchase of property, housing loans, property insurance, or other housing services without regard for race, color, sex, sexual orientation, gender identity, religion, national origin, mental disability, physical disability, and familial status (presence of children).

The Iowa Department of Economic Development contracted with the Commission in order to meet a federal requirement to determine the status of

fair housing in each state and to recommend ways to address the identified areas of concern.

Survey results, along with the full report of the Analysis of Impediments to Fair Housing in Iowa, will be posted on the Iowa Civil Rights Commission Web site at www.state.ia.us/government/crc/.

UI Public Health Group Receives Support for International Trainees Nonprofit courses an important part of trainee program

The National Institute of Health has awarded \$50,000 to The Center for International Rural and Environmental Health (CIREH) based in the UI's College of Public Health. The funds are a supplement to an international training grant and will enable ten students from Central and Eastern Europe and Africa to enroll in the two-semester course Nonprofit Organizational Effectiveness.

For nearly fifteen years, CIREH has received funding from the National Institutes of Health's Fogarty International Center (FIC) to provide training in occupational and environmental health and in injury prevention to international trainees from Central and Eastern Europe and Africa. The goal is to significantly enhance the effectiveness and efficiency of research activities at six international institutions collaborating in research and training with CIREH.

An important criterion for assessing the research training program's success is the number of trainees who assume positions of responsibility in their home institutions. At-

Public Health, *continued next page*

Public Health, *from previous page*

taining such positions is a recognition of their abilities, achievements, and potential for future research leadership. Based on feedback from trainees, the need for leadership and management training is widespread. Providing a distance-based program on Nonprofit Organizational Effectiveness is a cost-effective method for providing the trainees with the knowledge and skills to advance their careers and, more importantly, to build long-term research capacity at their respective institutions.

The project has three phases: 1) four months for planning and recruitment (fall 2009); 2) twelve months to conduct the Nonprofit Organizational Effectiveness I course (NOE I) in the spring of 2010 and NOE II in the fall of 2010, and 3) six months of follow-up evaluation of the program (spring 2011).

Participants will be selected from the following institutions: Trnava University, Slovakia; The Center for Health Policy and Public Health at Babes-Bolyai University in Cluj-Napoca, Romania; The Institute for Occupational and Radiological Health in Belgrade, Serbia; The Institute of Public Health, Novi Sad, Serbia; The Gambia College, Banjul, The Gambia; and The Andrija Stampar College of Public Health at the University of Zagreb in Zagreb, Croatia.

Iowa Commission on Volunteer Service Holds Public Forums

The Iowa Commission on Volunteer Service (ICVS) is seeking statewide input for the State Service Plan and AmeriCorps grants by offering forums around Iowa. The ICVS considers the plan a blueprint for meeting the strategic objectives for volunteer service in Iowa over the next three years.

ICVS is committed to strengthening volunteer referral networks and providing support for more effective use of volunteers' services by nonprofit organizations in Iowa. Participation in the forums by nonprofit organizations, educational institutions, local government entities and state agencies is encouraged.

The forums are free, but registration is requested. Participants may attend more than one forum. More information and registration is available at www.regonline.com/iowassp2009

See below for the schedule of remaining forums.

Volunteer Commission Schedule of Forums

Sioux City:

Thursday, Oct. 1, 1:30-2:30 pm
Sioux City Public Library (Main)

Waterloo/Cedar Falls:

Tuesday, Oct. 6, 9:30 am-10:30 am
Cedar Falls Public Library

Fort Dodge:

Tuesday, Oct. 6, 1:00-2:00 pm
Fort Dodge Public Library

Des Moines:

Tuesday, Oct. 6, 4:00-5:00 pm
Urbandale Public Library

The forums are free, but registration is requested. Participants may attend more than one forum. More information and registration at www.regonline.com/iowassp2009

National Day of Service a Great Success in Iowa

As a conclusion to President Obama's "United We Serve" campaign, September 11, 2009 was a National Day of Service and Remembrance.

This event also marked the conclusion of Governor Culver and Lieutenant Governor Judge's "Iowa Summer of Service" initiative. This year, September 11 served as a day of tribute through service to honor the memory of the tragic events of September 11.

In response to Governor Culver's petition, nonprofit organizations throughout Iowa came together to encourage volunteer engagement and create opportunities for Iowans to give back to their communities.

Leading up to the event, Iowa nonprofits were able to post volunteer projects on www.volunteeriowa.org to help reach the largest pool of volunteers possible.

Since his inauguration, President Obama has called on all Americans to serve their communities and be a part of building a better future for our country. As part of this initiative, on June 17 he announced the "United We Serve" campaign as a call to action for all Americans to volunteer over the summer.

On August 27, President and Mrs. Obama released a statement announcing that, as part of the "United We Serve" campaign, September 11 would be a National Day of Service and Remembrance. The day was marked to commemorate the tragic events of eight years ago that inspired Americans to

come together in a remarkable spirit of unity and compassion.

In response to President Obama's call to service, Governor Culver and Lieutenant Governor Judge announced the "Iowa Summer of Service" initiative. The initiative was started in the same spirit as "United We Serve" to create a new call to service to all Iowans. The initiative had these three primary goals:

1. Bolster civic engagement in Iowa by connecting people from all walks of life with service opportunities and empowering them to address unmet needs.
2. Better our communities in four national priority issue areas: energy and the environment, education, health care and community renewal.
3. Develop creative partnerships with nonprofit organizations, faith-based groups, issue groups, labor unions, educational institutions, businesses, corporations, foundations and all levels of government.

Governor Culver and Lieutenant Governor Judge hope that the "Iowa Summer of Service" initiative has put volunteers on the path to sustained service. They also hope that this initiative has helped Iowans to be more assertive in identifying unmet needs in their communities, developing their own service projects and engaging others who are interested in the same issue.

For more information on the "Iowa Summer of Service" initiative, go to <http://www.volunteeriowa.org/summer-of-service.html>.



Agenda

November 16, 2009
 State Historical Building
 600 East Locust
 Des Moines, Iowa

8:30–9:30 Registration

9:30–10:30 Keynote speaker

Governor Chet Culver, Invited
 Jackie Norris, White House, Invited

10:30 – 10:45 Break

10:45–12:15 Workshops 1

Media Relations for Nonprofits
 Marcia Hughes, Community Relations
 Supervisor, Cedar Rapids Community
 Schools

Using Hard Data to Build Strong Proposals

Beth Henning, State Data Center

The Win-Win Internship Program

Juli Gassman & Richard M. Potter,
 American Humanics

Nonprofit Legislative Advocacy

John Pederson, Pederson Consulting &
 Richard Koontz, Larned A. Waterman Iowa
 Nonprofit Resource Center

Health Insurance Update for Iowa Nonprofits

Senator Jack Hatch and Tim Stiles, United
 Way of the Siouxland; Andie McQuire,
 Facilitator

12:15–1:15 Lunch

Advancing an Iowa Nonprofit Collaborative Effort

Tim Delaney, National Council of Nonprof-
 its & Willard Boyd, Larned A. Waterman
 Iowa Nonprofit Resource Center

1:30–3:00 Workshops 2

Nonprofit Marketing

Mark Mathis, ME+V Advertising & Consulting

Developing Grant Projects that Match the Mission of Your Organization

Lance Noe, Drake University

Volunteer Solutions & Engaging Millennial Volunteers

Jody Benz and Heather Graeff, Iowa Com-
 mission on Volunteer Service; Joseph Pierson,
 Iowa Council of Foundations and Rachel
 Manuel, Iowa Campus Compact

Developing an Advocacy/Policy Program at a Nonprofit

Sarah Olson, United Way of East Central Iowa
 and Sarah Ramsey, United Way of Central
 Iowa

Engaging a Responsible Nonprofit Board

Willard Boyd, Larned A. Waterman Iowa Non-
 profit Resource Center.

3:00–3:15 Break

3:15–4:45 Workshops 3

Social Media Strategies: Effectively Communicating with Today's Online Tools

Rachel Manuel, Iowa Campus Compact, and
 Joseph Pierson, Iowa Council of Foundations

Face-to-Face with Funders

Rotating sessions with funders

Building Coalitions

Nancy Van Milligen, Community Foundation
 of Greater Dubuque

Lodging

Hotel Fort Des Moines. Nonprofit
 Summit rate is \$86 per night plus tax.

Telephone, toll free: 1-800-532-1466
 Local: 515-243-1161

Conference registration

Register online by November 2 at:
www.RegOnline.com/npsummit2009

Training

Risk and Crisis Analysis Workshop

On Friday, October 23, a workshop will be conducted from 9 a.m. to 4 p.m. on Risk and Crisis Analysis. The training, which is part of Iowa State University's 2009 Nonprofit Management Academy, will take place at the Linn County Extension Office, 3279 7th Ave., Suite 140, Marion. Participants will explore the ethical principles, basic laws and regulations governing Iowa nonprofit organizations.

Richard Koontz, director of the Larned A. Waterman Iowa Nonprofit Resource Center, will lead the training. For more information on this and other Nonprofit Management Academy workshops, go to www.extension.iastate.edu/communities/npma.html

Free Estate-and-Tax Planning Seminar

On Friday, October 9, 2009, the Community Foundation of Johnson County, RSM McGladrey, The University of Iowa Foundation and U.S. Bank-Private Client will sponsor a free estate and tax planning continuing education seminar for professional advisors.

The seminar will be held at U.S. Bank, 204 E. Washington St. in Iowa City from 8:00 a.m. to 3:00 p.m. An application will be made for five hours of CLE, CFP, CPE and CE Credits for insurance.

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Toll free: 1.866.500.8980

About Our Organization

The Larned A. Waterman Iowa Nonprofit Resource Center is a University of Iowa interdisciplinary collaboration created to make more accessible educational and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations.

The Center works collaboratively with government agencies, nonprofit organizations and educational institutions to impart new knowledge through activities and provide information and training resources to help nonprofit organizations and interested persons throughout Iowa. We seek to build the capacity and develop the effectiveness of community-based organizations and enhance the

overall effectiveness of local organizations in building communities. The Center also introduces students to the nonprofit sector and develops their sense of public and community service.

Visit our Web site at:

<http://inrc.continuetolearn.uiowa.edu/default.asp>

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