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**ANNUAL REPORT**  
**2010**



## TURNING 20.

Twenty years of empowering community leaders.

Twenty years of advancing nonprofit missions.

Twenty years of building success for nonprofits.

**GCN, focused to serve Georgia's nonprofit community now and into the future.**

With two decades of experience behind us, the Georgia Center for Nonprofits has turned the challenges of the last few years into opportunities for transformation by working smarter and more strategically to ensure both sustainability *and* impact.

This year, we worked diligently to develop new strategies and made big moves with an eye toward the future. Our work has been aimed at:

- improving the accessibility of resources to nonprofit organizations statewide;
- maximizing the quality and value of our offerings;
- minimizing the cost of service delivery;
- lowering participant time and distance barriers; and
- improving flexibility as we support our nonprofit partners.

## Presenting Innovative Knowledge-Based Solutions.

GCN continues to be a thought leader in nonprofit trends and issues. Through relevant training and education, as well as important and timely research, GCN strengthens and supports nonprofits with knowledge based solutions.

### ESSENTIAL SKILLS AND KNOWLEDGE

In 2010, **Nonprofit University**®, GCN's learning solution for building stronger nonprofits, provided greater breadth and depth of programming than ever before. With more than 230 educational and leadership courses and offerings, GCN served over 3,000 participants throughout the state. With our expert staff and strategic content partners, NU presented a comprehensive range of in-person and online courses, organized around key, nonprofit-specific job competencies, delivering curriculum that meets the standards demanded by today's nonprofit professionals.

We expanded Nonprofit University's programming with **Executive Leadership Programs** focused on improving strategic thinking, adaptability, and problem solving skills. We added **Certificate Programs** to build competencies through course work, class discussions and expert panels. And, we extended capacity-building support to some of the state's most underserved, rural areas with new in-person courses, along with increased webcasting and distance learning capability.

### ORIGINAL RESEARCH

As a function of our mission, GCN gathers data and analyzes research to help nonprofit leaders create and support innovative impactful programs. The data in turn allows us (and the public) to inform and improve our understanding of Georgia's nonprofit community. Reporting on sector trends, leadership development, and management strategies, GCN's research initiatives have taken a leadership role in the advancement of nonprofit issues statewide.

In 2010, GCN produced reports and white papers including:

- *Social Enterprise: A Profile of the Field and Strategies at Work*
- Regional Nonprofit Reports
- *The 2010 Nonprofit Wage and Benefit Report*
- *Nonprofit Governance Practices in Georgia*

## Building Collaborations.

The Georgia Center for Nonprofits utilizes the power of our deep knowledge, as well as our vast statewide network, to create opportunities for connections, collaborations, and knowledge sharing among nonprofits, sector experts, government officials, corporate leaders and the philanthropic community.

### HARNESSING COLLECTIVE IMPACT

Our members span the nonprofit world in scale and scope—from international organizations to community initiatives. Together, we magnify our impact in powerful ways by supporting each other in our shared vision to improve the quality of life in our community and our state. GCN acts as a catalyst in this process – in 2010, we provided opportunities to network with peers at monthly professional events, share best practices at quarterly leadership forums, explore opportunities for collaboration at our annual conference and connect with government and philanthropic partners at special forums.

### ADVOCATES FOR THE SECTOR

By leveraging the collective interests of GCN members, we championed ongoing advocacy efforts to benefit nonprofits statewide. This year, GCN effectively advocated for our sector as we:

- fought against provisions that would have impacted nonprofit property tax exemptions;
- rallied members around estate tax issues; participated heavily in tax council deliberations;
- formed a coalition of leading nonprofits to speak out on state revenue issues; and
- published *The 2010 Election Guide* to help nonprofits make informed decisions.

“If we didn't have GCN, we would have to invent it.”

Bill Bolling  
Executive Director  
Atlanta Community Food Bank

“Insights from GCN reports have helped us to make smarter business decisions.”

Marcia Bansley  
Executive Director  
Trees Atlanta

## Supporting Results and Developing Tools for High Performance.

Because nonprofits face an unprecedented degree of pressure, GCN works to be an extension of their organization—an adjunct staff member of sorts. We accomplish this by providing efficient, cost-effective solutions that strengthen nonprofits, solve problems, provide guidance, and reduce operational costs, allowing more resources to be directed toward fulfilling the organization’s mission.

“GCN’s organizational assessment was a true gift to us, allowing us to thoughtfully look back and forward before tripling our capacity.”

Nancy Yancey  
Executive Director  
Rainbow Village

### CONSULTING SOLUTIONS

Organizations of all sizes and types look to GCN’s **Consulting Services** to help them solve the challenges they face, while leveraging strengths, for increased impact and results. Augmenting our core consulting practice, GCN delivers customized services to many nonprofits through our collaboration with foundation partners that rely on GCN to provide capacity building services to their grantees.

In 2010, GCN provided an array of consulting services, including organizational assessments, strategic planning, board governance, volunteer management, executive coaching, team development, results-based training and peer-based learning to 150 nonprofit organizations throughout Georgia.

### THE VALUE OF MEMBERSHIP

In 2010, GCN focused on creating value for our members by offering more ways to help nonprofits save time and money while working to meet their missions and maximize their impact. Through our member programs, 1,200 organizations and 4,500 professionals in Georgia gained affordable access to the critical tools, resources, services, and expertise needed to build nonprofit success.

As GCN members, these nonprofits were able to:

- **Extend organizational capacity**, with the GCN serving as an extension of their team.
- **Gain insight and direction** with GCN’s up-to-date nonprofit news, issues, and ideas shared via our monthly publications and timely briefings.

- **Stay current and informed** via exclusive member events that reinforce the power of the nonprofit network in building partnerships, collaborations and sharing knowledge.
- **Manage risk and maximize savings** by utilizing GCN’s Insurance, Unemployment Services Trust, and Workers’ Compensation Pool offerings.
- **Save money through Nonprofit Marketplace**, GCN’s buying consortium designed to lower internal overhead costs through discounted pricing for natural gas, rental cars, office supplies, and more costs through discounted pricing for natural gas, rental cars, office supplies, and more.
- **Enjoy additional discounts** on GCN’s Nonprofit University and Opportunity Knocks.org.

## Ensuring Sustainability.

GCN continues to strive to bring accessible, high-quality programming and support to the state’s nonprofit sector at an affordable rate by strategically utilizing revenues from our fee-based services, along with the generous and essential support of our corporate and philanthropic partners.

### INNOVATIVE RESOURCES

In 2010, GCN increased our earned income revenue stream to more than 65 percent of our overall income, through innovative means such as our social enterprise, **OpportunityKnocks.org**, which is a national online job board for the nonprofit sector, hosting over 10,000 job postings and nearly 3 million visitors nationwide each year. Unique endeavors such as these help to promote the sustainability of our organization, while subsidizing our general operating expenses and enabling us to offer services to our nonprofit members at significantly discounted rates.

### A STRATEGIC MOVE

With the generous support of our board of directors and the philanthropic community, the Georgia Center for Nonprofits capitalized on a unique and timely opportunity in 2010 to acquire new office space in Downtown Atlanta’s Equitable building. This move enables GCN to expand both local and statewide access to our services through a strategically designed space and improved educational technologies. Our new offices also allow GCN to realize overhead cost savings through decreased rent and lower operating costs, and increased opportunity for additional earned income via a 30 percent larger training space.

“GCN gives me practical tools and skills to bring back to my organization and use right away.”

Christina Lennon  
Executive Director  
Lion’s Lighthouse

## Focused Impact.

The impact of the Georgia Center for Nonprofits' capacity building work is broad reaching. GCN is one of the largest organizations of its kind in the country and the only organization of its kind in the state, serving more than 9,000 nonprofit professionals and 3,000 organizations each year. In 2010, GCN's impact included:

<b>150</b>	Management and governance-focused consulting projects completed
<b>230</b>	Training courses offered via Nonprofit University across the state
<b>400</b>	Nonprofits provided with discounted insurance policies
<b>1,000</b>	Individuals convened across the state to exchange ideas at special events such as the Nonprofit Summit and professional networking groups
<b>1,500</b>	Nonprofit professionals and volunteers accessed GCN resources and information via the Nonprofit Helpline and online resources
<b>3,000</b>	Nonprofit professionals and volunteers gained knowledge and built skills via Nonprofit University programming, including the leadership development series
<b>8,000</b>	Nonprofit, philanthropic, corporate, and government professionals provided monthly resources and information via GCN publications
<b>30,000</b>	Nonprofit employers connected with top quality employees via OpportunityKnocks.org
<b>3,000,000</b>	Visitors annually to our OpportunityKnocks.org national nonprofit job site

## POSITIONING FOR THE NEXT 20 YEARS.

In a year of continued challenge for nonprofits, GCN was able to deepen its impact and continue to offer a strong system of support for our nonprofit members and for the sector.

**We move into the next twenty years with an eye on our strategic vision to build the country's highest performing, state-focused, nonprofit resource center and to position Georgia as a national model for nonprofit excellence and achievement.**

To reach this goal we will continue to:

- work to deliver the most impact to stakeholders;
- position ourselves as the leader in nonprofit matters in the state;
- promote high performing organizations; and
- deepen our statewide penetration through the smart use of technology.

## 2010 BOARD OF DIRECTORS

### Ashley S. Agard

Head of Strategic Marketing  
ING Retirement Services

### Paul Altherr

Financial and Operational Consultant  
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### Steve Voorhees

EVP & CFO, Rock-Tenn Company

## 2010 FINANCIALS

GCN is a financially stable organization, sustaining our programs and services with a combination of earned income and philanthropic support. In FY 2010, earned income, such as membership dues, course tuition, consulting fees and OpportunityKnocks.org revenue, accounted for 65% of our annual revenue, while philanthropic support accounted for 35% of GCN's total revenue for the year.

### EXPENSES



### REVENUE



## 2010 SUPPORTERS

GCN is deeply grateful for the generous support of our donors, whose gifts directly impact our ability to serve, strengthen and support Georgia's nonprofit community.

Accenture	Udaiyan Jatar
Anonymous	William E. Johnson
Ashley S. Agard	Kaiser Permanente
AirTran Airways	Kimberly-Clark
The Allstate Foundation	King & Spalding
Alston & Bird	John S. and James L. Knight Foundation
Paul Altherr	KPMG
American Express Foundation	The Kroger Company
Atlanta Business Chronicle	Michael Lammons
Atlanta Journal-Constitution	The Sartain Lanier Family Foundation
Autotrader.com	Ray M. and Mary Elizabeth Lee Foundation
Bank of America	Mauldin & Jenkins
Jeff Busch	Mohawk Industries
Cbeyond	Morris, Manning & Martin
Chevron	Newell Rubbermaid
Cisco	North Highland Company
Citi Foundation	The Pittulloch Foundation
Bobbi Cleveland	PricewaterhouseCoopers
The Coca-Cola Company	QuikTrip
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Georgia Power Company	Jane Smith Turner Foundation
Healthcare Georgia Foundation	The UPS Foundation
The Home Depot Foundation	Steve Voorhees
E. Lamont Houston	Wells Fargo
IBM	Robert W. Woodruff Foundation
ING	David, Helen, and Marian Woodward Fund
Joe Iarocci	The Zeist Foundation



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