




Nonprofit Center @ 41 Community Place  
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 Anne Arundel County Nonprofit Center

# The Nonprofit Center @ 41 Community Place



# Annual Report

## Fiscal Year 2024



Anne Arundel County's  
**NONPRFIT**  
**CENTER**  
@ 41 COMMUNITY PLACE



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## Executive Summary

Anne Arundel County's Nonprofit Center (NPC) reports a successful first year and is proud to publish its first annual report.

After the County Council approved County Executive Stuart Pittman's FY24 budget, the NPC began collecting resources for nonprofits and providing in-depth professional development opportunities while navigating the federal processes to secure funding for renovation of 41 Community Place. The future site, located in Crownsville, will house small to mid-size nonprofits that address the social determinants of health.

In FY24, the NPC offered five professional development opportunities and shared more than 100 resources. Thirty-seven nonprofits participated in cohort and consulting programs and 80 organizations attended the first annual conference. Evaluations of each program were overwhelmingly positive. Organizations posted 116 events on the Nonprofit Events Hub, a site that received over 5000 views in five months. The NPC expanded Candid's Foundation Directory to all library branches, published nonprofit spotlights, and supported local conferences.

The NPC continues to survey stakeholders, evaluate initiatives, and research best practices. Together, the data will inform policy and programming decisions for FY25 and beyond.



### Vision

All residents of Anne Arundel County enjoy good health and well-being.



### Mission

To provide capacity-building support to 501(c)(3) nonprofits whose work advances health and wellness of county residents by addressing the social determinants of health.



### Goals

- Develop community partnerships in support of the mission
- Expand access to capacity-building resources for nonprofits
- Create programs and collaborative spaces for nonprofit impact



## A Look Ahead

Building something from the ground up is never easy. The NPC team is committed to allocating its resources to have the greatest positive impact on local nonprofits and the communities they serve. With the administration's continued support, the NPC expects to:

- Hire a contract employee to manage administrative and communication tasks.
- Create flexible work and meeting space at 41 Community Place to meet a variety of needs and provide capacity-building support to small, established nonprofits that provide critical services to our most underserved populations.
- Host professional development opportunities based on feedback and create programs targeted to nonprofits of different sizes and capacities.
- Welcome feedback from all stakeholders throughout the process.



## Updated 3-Year Plan

FY 2024	FY 2025	FY 2026
<ul style="list-style-type: none"> <li>• Stakeholder Input</li> <li>• Build Partnerships</li> <li>• Cohort Training</li> <li>• Resource Library &amp; Candid Expansion</li> <li>• Newsletter &amp; Events Platform</li> <li>• Inaugural Conference</li> <li>• Secure HUD Funding</li> </ul>	<ul style="list-style-type: none"> <li>• New Staff Position</li> <li>• Cohort Training</li> <li>• Outreach</li> <li>• Networking Opps</li> <li>• Ongoing Evaluation</li> <li>• Building Renovation</li> <li>• SOPs &amp; Tenant Recruitment</li> <li>• Research New Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome Nonprofit Tenants</li> <li>• Incubator Programming</li> <li>• Research Potential Organization Structures</li> <li>• On-site Events</li> <li>• Support Crownsville Hospital Memorial Park</li> <li>• Explore Back Office Svcs</li> </ul>



## Outreach and Collaboration

### SHARING INFORMATION THROUGH:

- Community Engagement and Constituent Services (CECS) Weekly Newsletter - 45 issues
- Nonprofit News - 7 issues since December
- Facebook page launched in May



Over 3700 emails delivered  
735 contacts  
59% open rate

### SERVED ON:

- Maryland Nonprofits Conference Planning Committee
- Community Support Grant Program and Laurel Race Course Impact Fund Selection Committees
- Crownsville Health & Wellness Committee (staff)



### SPONSORED:

- State Comptroller's "Bridging Communities" Conference
- Public Premium Usage of Candid at all Anne Arundel County Public Library branches
- Arts Council of Anne Arundel County's Diversity, Equity, Inclusion, and Accessibility Conference



### COMMUNITY ENGAGEMENT:

- Mental Health Wellness Day
- Anne Arundel County River Days



## A Strong Start

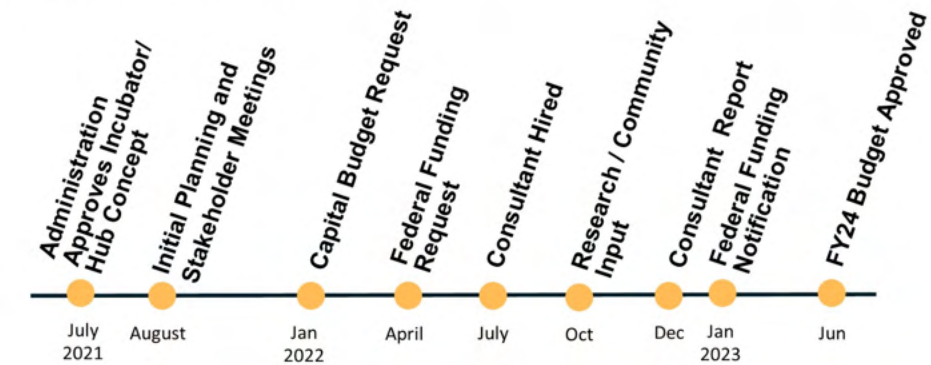
When the advisory committee was asked to share some first year wins, this is what they said:

- The conference
- Awareness raised
- Visioning from leadership
- Progress toward goals
- Committee participation
- Increased budget for FY25
- General energy about project
- Building the infrastructure to meet potential
- Cohort training

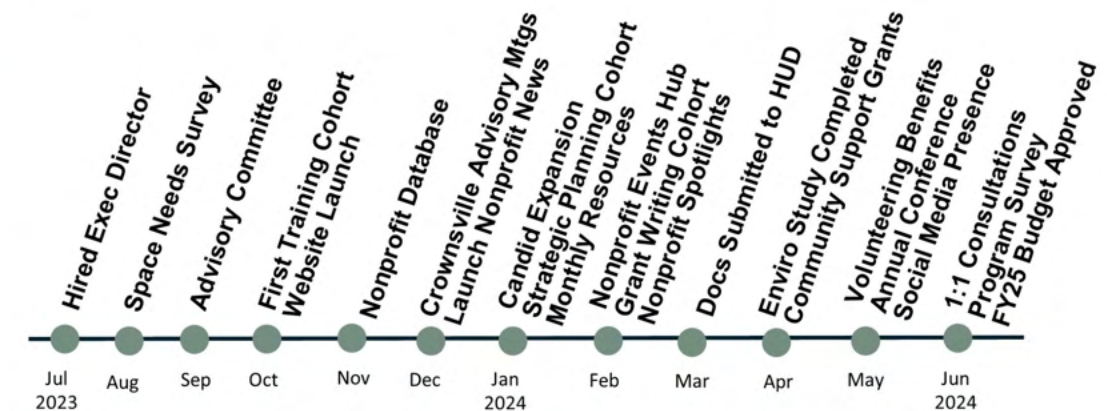
All policies, programs, services and activities provided by the Nonprofit Center conform with County, State, and Federal laws on nondiscrimination. Reasonable accommodations for all NPC-sponsored events are available when requests are made seven days in advance.

## Background and Timelines

Nonprofit organizations played a critical role in providing essential services during the COVID-19 pandemic. The NPC concept was first discussed in 2021 when the administration recognized that community needs were unlikely to return to pre-pandemic levels by the time the federal funds that had bolstered nonprofits' budgets were no longer available. The County Executive's Office explored strategies to invest in local nonprofits so they could grow and continue to serve residents without relying on the same level of government funding. After a series of stakeholder meetings and a consultant's report, the NPC was officially approved in the Anne Arundel County operating budget in June 2023.



With the guidance of an advisory committee and the help of six part-time interns, the NPC coordinated and evaluated five professional development programs (including a full-day conference), researched best practices, created and compiled more than 100 resources, and launched an online events hub to promote nonprofit activities and volunteers opportunities. The NPC is involved in the master planning process for the Crownsville Hospital Memorial Park and is designing a physical space that will foster collaboration and contribute to the growth of nonprofits that address the social determinants of health.





# The People Involved

## County Executive's Office

The Nonprofit Center is a direct result of County Executive Pittman's commitment to making Anne Arundel County The Best Place - For All. The County Executive has always supported the role that nonprofits play in our communities. The extraordinary work accomplished by nonprofits during and following the COVID-19 pandemic only confirmed his confidence. The NPC would not exist without the support of the county's leadership.



## Advisory Committee

The NPC Advisory Committee, composed of dedicated individuals from diverse backgrounds and representing many of our partner agencies, brings both nonprofit and government expertise to this initiative. The committee meets monthly to review progress, provide feedback, share resources, and make recommendations to the NPC staff and county leadership. Learn more about the Advisory Committee on the NPC website at [aacounty.org/npc](http://aacounty.org/npc).

## Interns

Since the official launch of the NPC, undergraduate and graduate interns have played an integral role in building the NPC's programs and resources. In the past year, 6 part-time interns worked a combined total of 1600 hours performing research, planning, administrative, and community outreach tasks. Each made significant contributions to the NPC, including:

- NPC workplace environment research (Simone Flynn - Fall 2023)
- Anne Arundel County Nonprofit Navigator (Igor Holt - Fall 2023)
- Nonprofit Events Hub and Nonprofit News (Anthony Morgan - Fall 2023 / Spring 2024)
- Resource summaries, materials, & design of this report (Penelope Green - Spring 2024)
- Center policy research and development (Alana Buie - Summer 2024)

## Local Nonprofit Leaders

The NPC aims to build programs and services that increase capacity of local nonprofits. We rely on the input of organizations through interest and program evaluation surveys, focus groups, and informal conversations. We've heard from 117 unique organizations, several multiple times throughout the year.

## Executive Director

Jennifer Purcell has been a member of County Executive Pittman's team since he was elected in 2018. She's loves designing new programs, initiatives, and processes and has done so for over two decades. "I'm thrilled to be part of the NPC at the very beginning. The project is challenging, fun, and filled with potential for new partnerships and collaborations - all to benefit our residents."



## Nonprofit Events Hub

This online tool is a one-stop-shop designed to connect Anne Arundel County residents with local nonprofits. Nonprofits can submit free or low cost events to the Nonprofit Events Hub (NEH) in just a few easy steps, and some activities are eligible for Anne Arundel County Public Schools service hour requirements.



Since launching in February 2024:

- 116 events and volunteer opportunities posted in 5 months
- Over 5000 NEH website views
- 3400 NEH information cards distributed at libraries, parades, and special events

## Online Resources

### RESOURCES BY TOPIC

- Over 100 links to toolkits, guides, and references meant to assist nonprofits with improving their planning and operations.



- Advocacy and Public Policy
- Board Governance
- Communications
- Event Planning
- Free or Reduced Fee Services
- Fundraising: Prospects, Making the Ask, and Donor Relations/Stewardship
- DEIA: Diversity, Equity, Inclusion, and Accessibility
- Leadership Development
- Mission, Vision, and Values
- Program Management
- Recruiting & Retaining Volunteers
- Starting a Nonprofit
- Strategic Planning
- Wellness in the Workplace

### CHARITY-RATING WEBSITES

- A list of the top websites, information about their ranking processes, and the benefits of doing so.

### RENTING AN EVENT SPACE

- A summary of rental spaces and policies at Anne Arundel County's libraries and parks.

### VOLUNTEERING AND YOUR MENTAL HEALTH

- A brochure describing benefits and how to get involved.

[aacounty.org/npc](http://aacounty.org/npc)



## Professional Development Continued

### First Annual Conference

The Nonprofit Center, in partnership with the Community Foundation of Anne Arundel County, hosted its inaugural full-day conference: Say What Matters. The conference was open to all Anne Arundel County 501(c)(3) nonprofits, regardless of annual budget, size, or mission.



Sessions included:

- Annual Reports
- Artificial Intelligence
- Communication Plans
- Internal Communications
- Media Relations
- Networking Lunch
- Storytelling
- Tools and Software
- Visual Messaging
- What Matters to Funders

  
**100**  
registered

  
**80**  
nonprofits represented



County Executive Pittman thanks nonprofit leaders for their work to improve the lives of county residents.

“As a new nonprofit professional, this conference was accessible, informative, and engaging! I feel like I have more confidence to address organizational communication and have a new set of tips and tricks to take back to my organization!”

## Resources for Nonprofits

### Candid

Candid's Foundation Directory is a popular and easy-to-use tool to search for grant opportunities. Its cost, however, is prohibitive for most nonprofits. The NPC partnered with Anne Arundel County Public Library (AACPL) to expand access to all library branches.

Since December, the Directory was accessed 258 times resulting in 804 grant profile views. Annapolis Busch remains the most utilized branch with Glen Burnie, Odenton, and Crofton close behind. AACPL will fund the continuation of this expansion in FY25.



**Candid.**

## Interest Survey Results

### Professional Development

The NPC sent surveys to the county's 501(c)(3) nonprofits in August 2023 and June 2024. We received 99 and 41 responses, respectively. Results from August 2023 were used to develop the FY24 programming. Recent results and this year's evaluation data are informing next year's programs. The following results were consistent across surveys.

- Workshops are the preferred training format overall.
- Fundraising and grant-related training remain the top requests for cohorts.
- Topics of interest vary by organization size.
- Respondents are likely to participate in networking events.
- There is no consensus on time or location of programming.

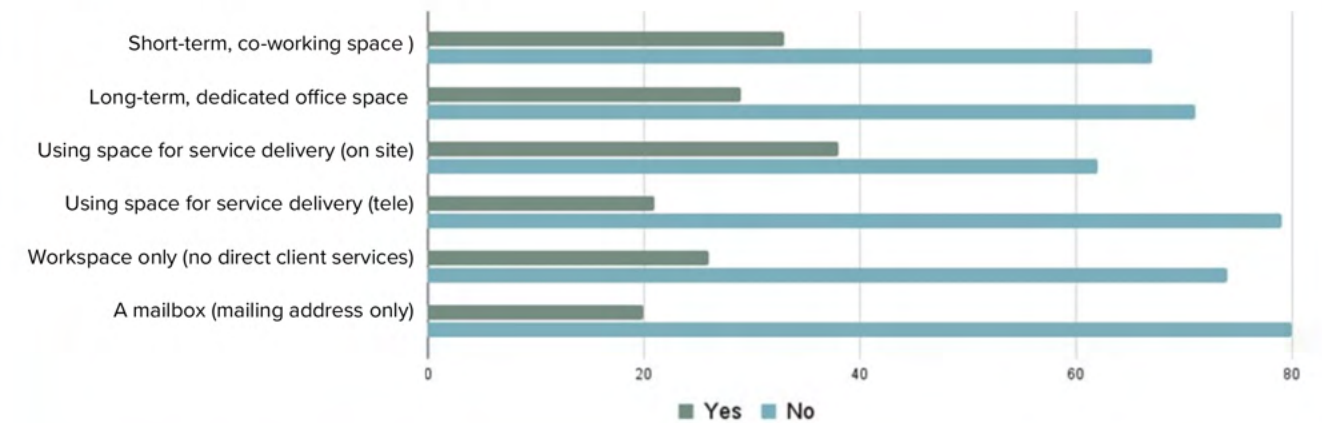


**40%**

of 99 respondents expressed interest in an "accelerator" program that offers:

- **shared workspace**
- **professional development**
- **networking opportunities**

### Working at the Center



### Building Updates

- Grant application was submitted to Housing & Urban Development (HUD).
- Environmental Study is complete. Exempt status allows renovation to begin.
- Facilities Management has received all quotes and started purchase order processes.
- Layouts are designed for flexibility and to meet a wide range of needs.





# Professional Development

## Cohorts and Consulting

The Nonprofit Center contracted with Maryland Nonprofits to develop content and identify facilitators for four in-depth training opportunities.

37 nonprofits representing most areas of the county were selected to participate at no cost to them. Pie charts describe the organizations selected by number of employees (left) and budget (right) below.

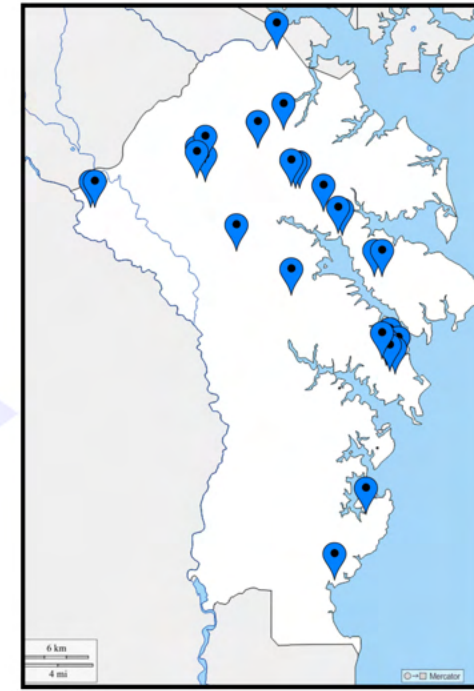
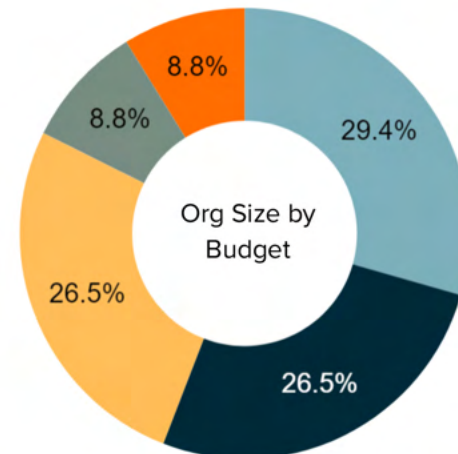
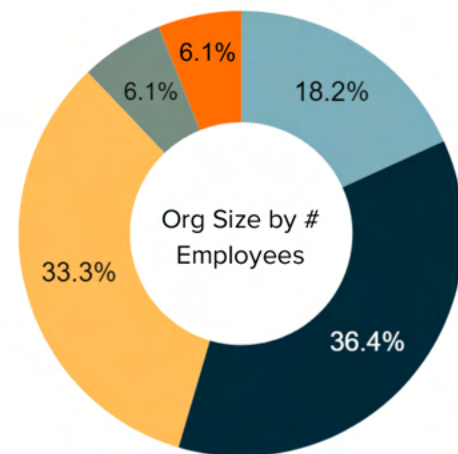
	# Apps Rcvd	# Selected	# and Type of Sessions	Months Held
Fundraising & Sustainability	26	10	3 onsite 3 online 2 1:1 calls	Oct-Dec
Strategic Planning	19	11	4 onsite 3 online 1 1:1 call	Jan-Apr
Grant Writing	21	10	4 onsite 1 online 2 1:1 calls	Feb-May
1:1 Consulting	11	6	1:1 calls	June

### # Employees

- Volunteers Only
- 1-2 Paid Employees
- 3-5 Paid Employees
- 6-10 Paid Employees
- >10 Paid Employees

### Budget

- < \$100K
- \$101K - \$250K
- \$251K - \$500K
- \$501K - \$750K
- > \$750K



“ I never thought walking into this grant proposal writing cohort that I would so look forward to attending each and every session. ”

“ Thank you for letting me be a part of this. We are incredibly lucky to have such a valuable service offered in this county. THANK YOU! ”

“ I feel more empowered to think strategically about my organization and how we can best progress with making meaningful change. ”

## Benefits of Cohorts

- More in-depth content than traditional workshops
- Increased engagement & opportunities for discussion
- Peer-to-peer learning
- Professional networks
- Practical end-of-cohort deliverables
- Collaborative problem solving
- Adapts to needs of the group



## Long Term Follow Up

The NPC staff follows up with cohort organizations six months and one year after completion to assess long term impact. Six of the 10 Fundraising and Sustainability (F&S) participants completed the 6-month follow up survey. All completed a plan and half are using it consistently.

## 1:1 Consulting

Six organizations received individualized consulting in either communications or board governance. Deliverables included annual report reviews, media pitches and outreach, website branding changes, and event-specific marketing strategies.

