



community
value
alliance

CVA STL.ORG



Background

Charitable nonprofit organizations embody the best of America. Nonprofits in both the St. Louis region and across the nation provide a way for people to work together for the common good, transforming shared beliefs and hopes into action. They give shape to our boldest dreams, highest ideals, and noblest causes.

America's 1.3 million – including the 15,000+ that exist within the St. Louis Metropolitan Area alone - charitable nonprofits feed, heal, shelter, educate, inspire, enlighten, and nurture people of every age, gender, race, and socioeconomic status, from coast to coast, border to border, and beyond. They foster civic engagement and leadership, drive economic growth, and strengthen the fabric of our communities. Every single day.

However, in today's rapidly changing environment, there remains concern that community-based non-profit entities may lack the capacity and technical expertise to keep up with change and thereby contribute to an enriched and healthy quality of life. Many small, community-based groups are organizationally fragile. For instance, about three in five public charities (60.9%) in St. Louis are small with budgets of less than \$250,000. Many large groups are stretched to their limits. As demand for community-based services grows, as new needs are identified, and as new paradigms for exchange and interaction emerge, the nonprofit sector is continually challenged to devise ways to increase and strengthen its capacity. Indeed, capacity building must rest on the notion that change is the norm and not a passing anomaly.

History

Community Value Alliance (CVA) was conceived by three local talented businessmen who recognized this challenge and believed that meaningful capacity building and entrepreneurial skill development could benefit and catapult nonprofit organizations to meet - and exceed - the realization of their missions. As a result, CVA is dedicated to strengthening the non-profit community to effect change and make a difference to those who count on their services each and every day.

Incorporated in 2017, CVA was charged with finding an experienced leader familiar with both the non-profit and for-profit business landscape to adeptly support charitable organizations in their efforts to grow capacity. After three years of devoted volunteer efforts within the Board of Directors, Rachel Covington in 2020, possessing 25 years of experience as a nonprofit leader, was selected to lead this new organization. In less than two years, CVA has - through a unique combination of non-profit and for-profit collaboration, assisted fifteen nonprofits in various key service areas, to include: Legal, Accounting, Human Resources, Strategic Planning, Fundraising, and Board Development.

Community Value Alliance's unique edge is that we offer comprehensive services that are customized to meet the needs of each nonprofit client. As an example, CVA conducts an initial "discovery session" designed to unfold the strengths of and challenges for the organization. CVA then serves as the liaison between the for-profit company in lending business expertise with the non-profit organization in lending their mission and vision. In a 1:1 coaching model, CVA professionals walk with both entities throughout the service delivery process.



Introducing Nonprofit 360



In this two-year journey, CVA has recognized that well-designed nonprofit education can affect the knowledge base for nonprofits, which leads to improved operational health and vitality. Desiring to expand our cadre of highly credible collaborators, after extensive conversations with Kathy and Brad Lambert of KBL Impact Partners (founded in 2021) and co-founders of a nonprofit, Connections to Success (celebrating 25 years), CVA formalized a partnership to develop and deliver a full, best practices curriculum called "**NON-PROFIT 360.**"

NON-PROFIT 360 is designed to increase nonprofit leaders and staff capacities in the following areas:

- Accounting for Nonprofit Organizations
- Human Resource Practices
- Legal Protocols and Implications for Charitable Organizations
- Strategic Planning
- Marketing and Fund Development
- Board Governance and Development
- IT and Security

To enhance these offerings, after an exhaustive 12-week session for the initial curriculum, CVA and KBL Impact Partners will offer "Roundtable Councils" with subject matter experts for the purpose of reviewing implemented action from initial training curriculum, introducing diagnostic sessions, and exploring merger opportunities in the non-profit space. Through this mechanism, attendees will be able to network with other nonprofit peers, discuss best practices and tap into additional resources. These sessions will build a community with peers engaged in similar work by sharing examples and insight with the intent of capitalizing on long-term synergies. A full description of the curriculum is attached. A further collaboration with Dr. Julie Turner of Lindenwood University affords Nonprofit 360 to have CEU credits available to attendees. CVA's plan is to unveil this educational opportunity in early 2023, first as a pilot program and with the ability to replicate it upon successful implementation.



For more information about NP 360 please contact
Rachel Covington, Executive Director, at **314-780-2902** or rachel.covington@cvastl.org

Curriculum Detail

| Module Name | Description | Outline |
|-----------------------------|---|--|
| Introduction | Overview of entire program, how it works and attendee responsibilities to make it successful. Review of Nonprofit Lifecycle to discover where attendee organization is currently and actions needed moving forward. | Course Outline Logistics Participant Agreement Understanding Lifecycle Self-Assessment |
| Fund Development | Explore key elements in bringing awareness to attendee organization that lead to more funding including effective donor communications through social media, marketing strategies and other forms of outreach. | Value Proposition Donor Conversations Partnerships Collaboration Corporate Partners Matching Gifts |
| Board Development | Strengthening board member capacity, relationship building, Executive Director roles vs Board Member roles. Legal guidelines expected of a fiduciary board. | Structure Nomination Recruitment Conflicts of Interest Policies Board Member Role Executive Director Role |
| Volunteer Management | Volunteer recruitment and retention. Risk areas and mitigation strategies to protect a non-profit's Mission. | Useful Methods for Volunteer Recruitment Increase Volunteer Engagement & Retention Protect Mission While Empowering Volunteers Critical Volunteer Risk Areas |
| Financial | Understand important accounting functions, statements, and responsibilities for non-profits. | Not-for-profit, Non-profit, and For-profit Board member financial responsibilities Non-profit financial statements Basic financial ratios GAAP Accounting Tax forms for non-profits |

Curriculum Detail



| Module Name | Description | Outline |
|------------------------------|---|---|
| Cyber Security | Non-profits have cyber security needs also. Often, they don't know what they don't know. We'll cover a few important areas. | Security & Your Most Lax Employee Bring Your Own Device Do You Really Need Facebook On Your Network? What To Do After A Breach Data Protection & Regulations |
| Legal | Providing necessary documentation to satisfy state requirements for nonprofits. | Non-profit Status Articles of Incorporation Bylaws Director & Officer Insurance |
| Change Management | Practical solutions to critical realities of change such that non-profits can more readily navigate the turbulent waters. | Differentiate Between Change & Transition Neuroscience Impact on Individual Behavior Why Individuals Unmotivated to Change Decisions to Increase Individual Effectiveness |
| Human Resources | HR topics with heavy focus on the differing roles within the organization (Board, HR Committee and ED) and their responsibilities, risks and liabilities. | HR Organization and Responsibilities Policies & Procedures Employee Handbook Payroll & Benefits Job Descriptions Onboarding & Orientation HR Training for Managers Outsourcing Recruiting |
| Sales & Marketing | For non-profits to fulfill their Mission, the public needs to know who they are and why their Mission is important. Building a strong brand and communicating that brand to the target audience is key. We'll cover essentials to make this possible. | Branding/Messaging Target Audience Identification Create Social Footprint Paid, Earned, Owned Marketing Content Budgeting Managing a Marketing Campaign |

Curriculum Detail



| Module Name | Description | Outline |
|---|---|---|
| <p>Accomplishments, Transition to Roundtable Council</p> | <p>Open discussion of program learnings. Survey and feedback. Celebration with Certificates and Acknowledgements! Then transition to What's Next...Roundtable Council.</p> | <p>Survey Certification Transition</p> |
| <p>Roundtable Council - The Non-Profit Alliance</p> | <p>The Roundtable Council offers the transition to collaborative learning embodying motto, "Learn from experts. Learn from each other." Participants will be given the opportunity to revisit topics covered during the learning modules with original content developers.</p> <p>This affords the chance to discuss application of previous learning within their respective organizations. Participants can also delve into new topics suggested by Council moderators.</p> | <p>Restructuring & Consolidation Align Mission & Margin Future of Philanthropy Planning & Feasibility Studies Building Fundraising Board Creating Financing for Non-Profits Succession Planning Benchmarking Fund Development Best Practices to Operationalize Organization Deeper Immersion of Previous Topics</p> |



Community Value Alliance
999 Executive Parkway - Suite 320
Creve Coeur, MO 63141

Phone: 314-780-2902
E-mail: rachel.covington@cvastl.org