

**MISSION:** To **strengthen** the ability of **nonprofit organizations** to successfully accomplish their missions by **working together**.

Despite another year of living through a global pandemic, the local nonprofit sector remains resilient, adaptable, and highly effective. For the Lakeshore Nonprofit Alliance, 2021 brought another year of growing membership as well as more added benefits for members. One of the areas of significant investment for LNA was our initiative to help advance racial equity within the local nonprofit sector. This work (captured in the report below) has begun the important process of creating more inclusive and equitable nonprofit workplaces for staff people of color. One of the biggest changes in 2021 for LNA

was the hiring of Meagan Maas to a newly created position of Director of Programs and Community Partnerships. This addition has allowed us to expand our focus on what matters most, serving our members! The work of local nonprofits continues to be as relevant, if not more relevant than ever, and we are proud to work every day to create a more valued, effective, and sustainable nonprofit sector!

**Patrick Cisler**  
Executive Director, Lakeshore Nonprofit Alliance

**28** NEW MEMBERS  
IN 2021

**180** MEMBERS  
TOTAL

**1,412** PARTICIPANTS IN  
2021 PROGRAMS

## RACIAL EQUITY

In 2021, LNA made a significant investment of capacity and financial resources to help advance racial equity within the local nonprofit sector. Three of the primary actions taken were as follows:



Launched a Diversity, Equity, and Inclusion (DEI) Leadership Cohort with 12 nonprofit leaders to help them better operationalize DEI within their organizations.



Hosted 3 racial equity-focused workshops.



Engaged staff people of color working for local nonprofits in a series of surveys and focus groups to learn how to create more inclusive and equitable workplaces.

## SPONSORS & FUNDING PARTNERS



# PROGRAMS & SERVICES



## JOB POSTINGS PAGE

**198**

UNIQUE  
POSTINGS

**949**

AVERAGE PAGE VISITS PER  
MONTH IN 2021



## STRATEGIC PLANNING/ BOARD CONSULTING/DISC

Providing low-cost, high-quality facilitation to help keep members strategically focused. Five completed in 2021.

## LEADERSHIP TRANSITION



Helping nonprofit boards and executive directors successfully navigate leadership transitions. Two completed in 2021.



## HR RESOURCE CENTER

**23** UNIQUE CALLS  
AUGUST - DECEMBER 2021

Our new HR Resource Center partnership with the Employers Association of West Michigan launched mid-year.



## LEARNING CIRCLES

**376** SERVED

- Volunteer Coordinator
- Fund Development
- Executive Director



## LUNCH N' LEARNS/ VIRTUAL LEARNING

**324** SERVED

- HR Support Center Webinar
- Fundraiser's Panel
- Disability Awareness
- Introduction to EOS Tools for Nonprofits
- How to Secure Larger Donations from Individuals
- Post-Traumatic Growth - Thriving in the New Normal
- Let's Get Social
- Intro to Reimagining the Way We Care for Nonprofit Professionals
- Fundraising Metrics that Matter
- Debrief of BIPOC Listening Sessions with Shannon Cohen
- Giving USA Report - Kennari
- One Click Can Change it All - Cybersecurity
- Be Excellent at Excel



## WORKSHOPS

**462** SERVED

- How to Be an Effective Board Member (3)
- Manager Boot Camp
- Introduction to Racial Equity
- Using Evaluation
- White Allyship (2)
- Appreciation Languages
- Powerful Storytelling for Nonprofits: A Practical How-To Workshop



## NONPROFIT LEAD 24/7

Completed the pilot of this year-long immersive leadership program with a cohort of 9 Executive Directors meeting monthly around critical leadership topics coupled with individual executive coaching opportunities. Launched a second cohort of 9 Executive Directors.