

## Meals On Wheels

LEADERSHIP ACADEMY

# You Can Create Better Nonprofit Annual Reports

The webinar will begin at 3:30 p.m. EDT



Presenter: Mazarine Treyz

Facilitator: Mike Preston



*Wild Woman Fundraising*

## You Can Create Better Nonprofit Annual Reports

Presenter: Mazarine Treyz, Author of The Wild Woman's  
Guide to Fundraising

Tweet today #npreports @wildwomanfund

## About the presenter



## Mazarine Treyz

Has made some pretty good annual reports and some real stinkers and she will share with you what she's learned about making a good one!

She co-founded a nonprofit called the Moon Balloon Project in 2005, and has fundraised for national, international and small nonprofits. *Author of three 5-star rated books*

Mazarine Treyz loves to help people write better fundraising materials and make their cause more urgent to donors

## Poll Question 1

Have you ever worked on an annual report?

- a) Yes, lots of times!
- b) Yes, once or twice
- c) Making my first one now
- d) No

## Poll Question 2

Have you had any design training?

- a) Yes
- b) No
- c) I read a book once

## Poll Question 3

What are some of your issues with your annual report?

- a) How do I design it?
- b) Should I create an online version?
- c) How do I get it printed cheaply?
- d) How do I use it for fundraising?
- e) All of the above

## What You'll Learn Today

- Typography and what it says about your nonprofit
- Graphic design tips to help you look like you hired a designer (even if you didn't!)
- Designing annual reports from a fundraising perspective
- What to include and what to leave out in your annual report
- Graphic design resources and inspiration

## Join Us for Advanced Nonprofit Annual Reports for Print & Web (May 27th)

Specifically, we'll delve into these advanced annual report issues:

- Annual report covers: trends in graphic and magazine design-what's next?
- How can you make your annual report work for your fundraising?
- Getting more major donors through making financial transparency fun



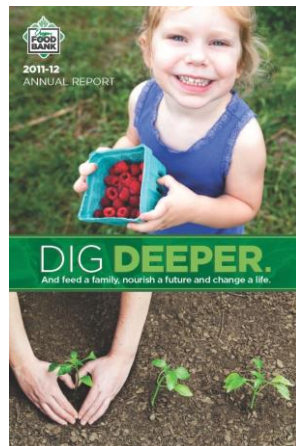
## Annual Report Typography: What it says about your nonprofit

Impressive. That report really captured the essence of our nonprofit. I bet they paid a ton of money to get it created.

Wow.  
That looks amazing!

My child could've created this report.  
That's hideous!

## Typography Defined



## Why should you care about typography?

- 1) Readability
- 2) Professionalism
- 3) Effective Communication



## Readability

### Our Program

- **Home Delivered Meals** - hot and nutritious home cooked lunch time meals that are delivered 5 days/week. Frozen meals are available for the weekend. Meals fit within a low sodium, low cholesterol, low fat diet and provide 1/3 of the daily recommended amounts for vitamins & minerals. Other dietary restrictions may be accommodated. Meals are provided for a suggested donation of \$4.00/meal.
- **Senior Community Meal sites** - provide a welcoming social environment to enjoy a nutritious lunch time meal with peers. Offered at two locations in the county. Morrisville: Senior Center. Wednesday 11:30-12:30. Restaurant style. Suggested donation of \$5.00. Johnson: Senior Center. Tuesdays & Thursdays 12:00. Reservation required.

**Our home delivered meals also provide a daily friendly visitor and check on well being. This has led to volunteers/staff helping in emergency situations and/or led to referrals to other needed programs & services.**

*Serving individuals age 60 or older who have a food insecurity, including but not limited to: inability to prepare own meals, not getting proper nutrition, lack of income that makes purchasing food difficult, lack of transportation to the store, hospital discharge, illness or injury. Individuals under age 60 who have a disability may also qualify with special authorization by VCL.*



Meals on Wheels staff (from L to R): Katrine Phelps - Part

**Thank you to the Lamoille County Civic Association for your continued support and partnership. We love our location at the Senior Center!**

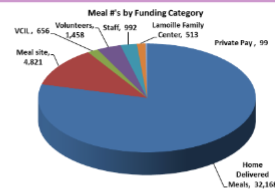
FY'13 Board of Directors

From Meals on Wheels of Lamoille County

## Readability

### Fiscal Year 2013 Statistics

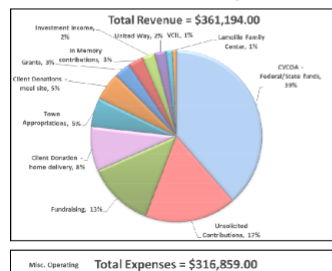
- Total meals served: 40,707
- Total # of people served: 450
- Days of service: 246
- Average total cost per meal: \$7.78
- Average food cost per meal: \$1.98
- Total number of volunteers: 152
- Total volunteer hours donated: 5,451
- Total volunteer miles driven: 43,224



\*Unexpected unsolicited contributions in FY13 led to a surplus of \$44,335. Contributions of this nature are not a guarantee from year to year. These funds will allow us to invest in the continued viability of our organization.

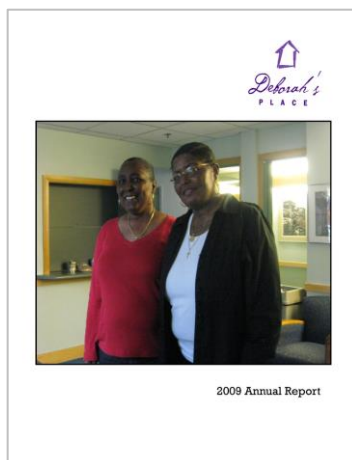
Long term statistics - data not available prior to years listed.

- 540,592 meals have been served since 2000.
- Over \$498,000 in community donations have been received since 2001.
- 67,118 volunteer hours have been donated since 2002.
- 511,800 volunteer miles have been driven



## From Meals on Wheels of Lamoille County

## Professionalism

**Horizons Program**

Horizons is a Pre-employment program for women who feel that their low self-esteem and lack of self confidence have become barriers to obtaining employment.

Many women experience low self esteem as a result of having lived with an abusive partner, having experienced abuse as a child, or due to other abuse issues. These life experiences can impair our view of our own self worth.

This program is designed to increase women's employability. At Horizons, we define employability as "being physically and emotionally able to work and having the skills and tools to get and maintain employment".

We support women in their journey towards entering or re-entering the workforce by meeting women where they are at and taking a journey together of learning and sharing. Throughout the program we focus on Personal Development, Self Care and Employment Related Skills.

During this time women have the opportunity to learn about themselves while exploring how abusive experiences may have hindered their personal growth. We support them in identifying their strengths, exploring their interests, identifying transferable skills, practicing interview skills and learning the meaning of self-care.

Horizons currently has 3 staff, Brenda, Rommy and Pam. They have continued to work hard and stay committed to an ever changing process!

Horizons received stable funding for this year in recognition of the need for contractors to integrate the new case management system. Even with this increase, Horizons has had a funding reduction resulting in fewer working hours for staff.

Horizons operates as a continuous intake and women are supported through case management until they complete or achieve an outcome.

Our participants are mainly women who are clients of

cantly greater number of women with multiple and complex histories. They may or may not be Employment Obligated depending on their classifications within those systems. Under the new contract Horizon staff are now required to closely monitor these women's status and ensure that they are in full compliance with what is required of them. Under this contract staff are now also required to enter all contacts, activities and information into the ICM database system (Integrated Case Management). This has created a virtually paperless system with only the ICM database system as the source of information. A new method of recording requires significantly more staffing hours than in the past. By September, when we left we gained some skill in this new system the Province changed it. This change came about by their wanting to break from the various employment programs of BIC and was intended to make a complex system more user friendly.

Horizons is working as a sub-contractor for Global Vocational Services. Global is the prime contractor for the Work BC Employment Services. The Employment Program of BC is funded by the Government of Canada and the Province of BC. We are a "point of entry" which means clients can come directly to us. This allows for a more effective assessment process ensuring that women are gaining access to what they need to move forward. Women are also referred to us by workers at Global Vocational Services when a need for specialized service is identified.

Throughout this learning process Global Vocational Services provided training and support through team building. As part of their commitment to supporting their team they brought Denise Bissonette to a full weekend retreat for all staff (including all sub-contractors). They have provided unlimited support for Horizons on a daily basis as required during this time of learning and transition.

We would like to extend our appreciation to our sister programs for their ongoing referrals and support; our Executive Director, Theresa Gerritsen and the CWAVS Board of Directors. We also offer our deep appreciation to:

- The wonderful staffing group at Global



## Professionalism



## Effective Communication



From the Executive Director:

2013 was a year of growth and change for the Chapel Hill-Carrboro Meals on Wheels program. We saw demand for our services continue to rise at a steady 11% rate over last year and were proud to be able to deliver meals to every person who had a genuine need. We added a new route to accommodate this expansion, hired a part time bookkeeper to support the office and designed new volunteer opportunities. Our Board continues to plan for the future and benefited from some Board consulting through the Executive Services Corporation. We assemble senior snack bags each month with donations of food from Porch and we are circulating gently used books thanks to the generosity of Book Harvest NC. Our volunteer corps are an impressive and dedicated group of people who are invested in the well-being of the seniors and homebound they visit each day. We invite you to join us, support us and advise us as we strive to maintain the high level of service we feel is vital for our recipients to remain independent in their own homes.

From Chapel Hill Meals on Wheels



## Effective Communication



## Design Tips

You'll look like you hired a designer

- 1) You can't build a house without a blueprint.
- 2) Style Tile
- 3) Sketching isn't just for artists
- 4) Let's dig into the details



You can't build a house without a blueprint.



## Planning . . .

1) Allows you a test environment

2) Becomes a time-saver

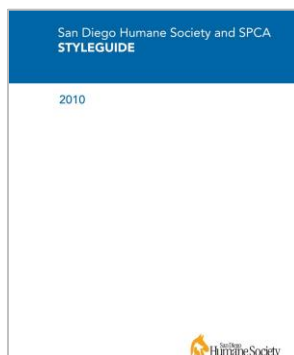
3) Helps you get buy-in from your boss, colleagues, etc.



## How do you plan for the design?



## 1) Are Branding/Design Guidelines already established?



## 2) Create an inventory

a) Dimensions of photos, final annual report

Five 4x6 photos

Final annual report must be one-sided

b) fonts you'll use

# Adobe Caslon Pro Agenda

c) colors



### 3) Style Tiles



## Let's dig into the details



1) Variety of font sizes: Friends of Chesapeake Gateways

[illegible]

## From Fort Bend Meals on Wheels

## 2) Consistency is Key

### CHILD CARE

## BUILDING STRONGER SYSTEMS

This 8-year-old girl lived with her mother in a small apartment near downtown Charlotte. "After 40 years in school, whenever favorite subjects were science and math, and she helped with chores at home, when her mother had to work at night, she made sure her little brother got to bed on time."

But 2 years earlier, after her mother's new boyfriend moved in, Jack's perfect attendance ended. She stopped doing her homework, her grades slipped. Teachers saw their instructions doubled because without her, authorities inferred what they discovered the boyfriend had been doing.

A social worker had to determine the next steps. Would it be best for Jack to move in with a relative or a foster family? Maybe group care would be the best option if there were mental health issues, could a private provider offer appropriate services?

For the past two years, a unique partnership in North Carolina grappled with those kinds of questions. The participants – from public agencies, private providers and The Duke Endowment – came together to learn from each other, identify common values and work toward improved outcomes for the thousands of children who enter the foster care system every year.

The DSG Private Provider Quality Workgroup focused on developing a tool to help child welfare services departments define "quality" private providers. The group also worked to create a standard tool to help identify the best placement laws for children entering care.

The Endowment participated in a similar effort in South Carolina. With representatives from the South Carolina Department of Social Services and select private providers, the group worked to increase understanding about the way they speak within the system. Discussions looked at placement, quality assessment tools, finding issues and better parent recruitment. Participants reviewed other states' approaches and established service gaps to present areas of critical need.

A significant point of agreement emerged: DSG officials, responding to national mandates, seek to place more children in family settings. Private providers, meanwhile, were willing to expand their services beyond traditional group care by including residential care settings, offering in-home support and participating in family group conferencing.



WATCH A VIDEO

THE DUKE ENDOWMENT

### HIGHER EDUCATION

## EXPLORING SUSTAINABLE PRACTICES

When James B. Duke wrote the intentions of Trust that created The Duke Endowment, he included four institutions of higher education as beneficiaries.

The trustees – Davidson College, Duke University and Johnson C. Smith University in North Carolina and Furman University in South Carolina – have unique cultures and priorities. In this part of the work, however, they've worked together on a shared commitment to environmental sustainability.

The Task Force on Campus Sustainability began in 2008 when the Endowment awarded a grant to the four institutions as a whole. Teams from each school – including top-level administrators, faculty and staff – began working together during workshops and campus visits.

By exploring ways to reduce their carbon footprint, the schools are helping to cut long-term energy costs and meet current needs without sacrificing the needs of future generations. They're also working to provide sustainability-related outreach and learning opportunities for students.

Anthony Corfano, president of Second Nature and co-organizer of the American College & University Presidents' Climate Commitment, saw the collaboration "a model" for the country.

"The idea of people within a local region working together, and then working with the communities they are part of, creates the opportunity for synergy in ways that would not and could not happen if the schools were just doing it alone," Corfano says. "All the schools are going to have different expertise – and the ability to share resources and learn from each other in the process."

The sustainability initiative has already generated ideas for conserving energy and reducing greenhouse gas emissions. By adopting a carbon offset program at the local level, Duke University has partnered with Duke Energy to develop a solar panel for lighting and heat from commercial hog farms. And thanks to energy audits, Davidson, Johnson C. Smith and Furman have begun acting on 20 recommendations for improved efficiency.

In 2010, task force members began visiting each school to learn about campus sustainability programs and discover ways to advance their own efforts. At Davidson, for example, they heard about a composting system that uses technology to reduce paper use, and they applied a composting project that turns dining hall scraps into mulch.


"Each gathering has been strategically designed for me," says David Rothbauer, the facilities director at Davidson. "When we visit each other's campuses, it's not the mere sense of the order of what we see, but rather the feeling of moving forward."



WATCH A VIDEO

THE DUKE ENDOWMENT

## 3) Whitespace and Margins are your friends




Delivering more than meals since 1976

Board of Directors:

From the Executive Director:

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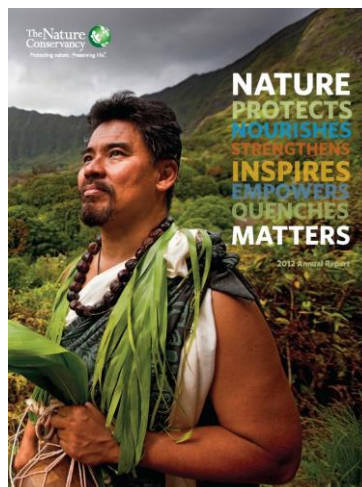
|   |  |  |
|---|--|--|
| <b>Ontario</b><br>Margaret Kelch, Chair<br>Ralph A. Davis, PhD, Vice-Chair<br>Martin Abell<br>Brian Barkley<br>Michael Biro<br>Nancy G. Dengler<br>Ted Eccleston<br>Joel Finlayson<br>Gary Goldberg<br>Stephen Griggs<br>Tom Hilditch<br>Sandra Lawn<br>Catherine Lyons<br>Judith M. Rodger<br>Chris Snyder<br>Benjamin Trister<br>David Warren<br>Richard Yank | <b>James Fields</b><br>Mary Kate Harvie<br>Jake MacDonald<br>Donald Mackenzie<br>Michael Peterson, PhD<br>Merlin Shoemith, PhD<br>Christine Snodgrass<br>Robert Wingley, PhD<br>Saskatchewwan<br>Brian Scheman, QC, Chair<br>Ann Phillips, QC<br>Bob Eisner<br>Candace Savage<br>Diane Secoy-Smith, PhD<br>John Dipple<br>Kevin Murphy<br>Lorne Scott, C.M.<br>Ryan Brook, PhD | <b>Ken Crutchfield, GOA</b><br>Advisor<br>Don Dabbs<br>Lorne Pritch<br>Ian Griffin<br>Jamie Mackie<br>Chris Mills<br>Esther Ondrack<br>Ron Reasonson<br>Barney Reeves<br>Ray Woods<br>British Columbia<br>Douglas Hayhurst, Chair<br>Daniel Burns, Co-Vice Chair<br>Kevin McBurney, Co-Vice Chair<br>David Brackett<br>Richard Cannings<br>Garth Sheane<br>Gary Ley<br>Greg Deck<br>Joan Sawicki<br>John Bunting<br>Larry Tapp<br>Nancy Wilkin |
|---|--|--|

35

From Chapel Hill Meals on Wheels



4) A picture is worth a 1000 words



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- Getting more major donors through making financial transparency fun





# Designing annual reports from a fundraising perspective

How can an annual report help you fundraise?

It provides:

- 1) Donor recognition
- 2) Stories from programs (helping donors insert themselves into your narrative)
- 3) Programmatic Transparency
- 4) Financial Transparency

## Donor recognition

### Congregations:

Barbees Chapel Missionary Baptist Church  
Birkley Baptist Preschool  
Carrboro United Methodist Women  
Center of Peace Church  
Chapel of the Cross Church  
Chevy Chase United Methodist Church  
Church of the Holy Family

Nancy and Ron Bergey  
Patty and Steve Bergey  
Judith Bergman  
Bertsch Family Foundation  
Linda and David Birnbaum  
Madeline and Gerry Biobe  
Thomas Bloomquist  
Jeanette Boyd and Eugene Bober  
Mary Beth Boening  
Jennifer and John Boger  
Hayden Bosworth  
Danielle Boyd  
Jeannette Boyd  
Wanda Braxton  
Eve Breaux  
Bridget Brennan  
Betsy and Charles Briscoe  
Ann and Roy Brock  
Jean Buckwalter  
Sharon and Phil Bushnell  
Megan Bushnell  
Carol and Joseph Bylinski  
Dave and Karen Cairra  
Mary T Cameron  
Mary and Dale Carey  
Jeannette Carpenter  
Kit Carson  
Maria and Alex Castro  
Mary Lou Chambers  
Kathryn and Allen Chan  
Bethany Chaney  
Eliska Chanlett  
Barbara and Dale Chappell  
Nancy Cheek  
Bruce Cherniak  
Blanche Clark  
Sandy and Dan Clark  
Louise Clifford

*"Anytime you can do something to help  
someone makes you feel good inside."*

- Winnie Hovey, 2011 American Volunteer Winner

### Partners:

Carol Woods Retirement Community  
Coleman Huntoon and Brown  
Harris Teeter University Mall  
K&W Cafeterias  
Orange County Government  
Panera Bread  
Porch  
Starbucks  
Town Of Carrboro  
Town of Chapel Hill  
Trader Joes  
United Way of the Greater Triangle  
Whole Foods

From Chapel Hill Meals on Wheels

## Donor recognition

I see people like me!

"I am proud to display the NCC logo on our coffee knowing that NCC's straightforward, business-like approach to conservation is protecting land across BC, and especially in my company's own backyard in the Kootenays."

**Elana Rosenfeld,**  
*Co-founder, Kicking Horse Coffee*



## Donor recognition

Why I give  
section:

Andrea Wallis  
Samuel & Terri Wang  
Lane or Vicki Ward  
Robert or Jenneth Watson  
Charlie & Kristin Weiss  
Jack & Janet Wierdt

Belli Buttons of Sugar Land  
Bob's Taco Station  
Bodies in Balance  
Brookstreet BBQ  
Camden Royal Oaks  
Camden Royal Oaks Residents

Firestone  
Flowers by Adela  
Flowers By Nino  
Flowers by Tiffany, LLC  
Focus on Women Magazine  
Fogarty Financial  
Fort Bend Boys Choir  
Fort Bend County Women's Center  
Fort Bend Focus Magazine  
Fort Bend Junior Service League  
Sustainers  
Fort Bend Star Newspaper  
Foster Veterinary Clinic - Dr. Michael Moore  
Fulshear Times Newspaper  
Geriatric Connections  
Girls Scouts of America - Local Troop  
Giving Tree Designs  
Goals Unlimited  
Greenscapes Unlimited  
Haak Vineyards & Winery  
Hault Market Bags  
Holiday Inn Rosenberg  
Dee and Werdna Holmes  
George Holmes  
Home Health Resources/Lupita's Designs  
Home Instead Senior Care  
House of Blooms  
Houston Landscapes Unlimited  
Houston Museum of Natural Science

JbroughtonDesign  
Kona Grill  
Kroger's  
Joy Ku  
Lamar Educational Awards Foundation  
Larry Gore's Eagle Lake & Katy  
Prairie Outfitters  
Legacy Ford  
Lido Fun Center (formerly Incredible Pizza)  
Lifestyles at OakBend  
Linens by Lisa/Sugar Land Antiques  
Literacy Council of Fort Bend County  
LPGA Golf Pro, Nancy Lopez  
Victor Luoto, LLC  
Magpies  
McAlister's Deli  
McDonalds  
Messina Hof Winery & Resort  
Mohle Design  
Morton Street Gallery  
Mugs Coffee Bar  
Napa Grill  
Nora Anne's Flower Shoppe  
Nukey's Catering  
Oasis Senior Living  
Oh! La Lizz  
Out of the Box Design  
Paddy Cake the Clown  
Pamela Printing  
Parrera Broad-Sugar Land



Alesia F. West  
Linda Westhorst  
Debrah & Lloyd Whalley  
Geraldine Whit  
Paul Wickham  
Kathy & Thomas Wiggins  
Anna Wild  
Beverly A. Wilkins  
Jorge & Joanna Willars  
Clay & Jenny Williams  
Denise Williams  
Benny or Claudia Wlarczyk  
Beth Wolf  
Robert Wolter  
Linda Woodward  
James Woodward

Cameo Caregivers  
Carrabba's  
Chef & Yoo - Merle McCutcheon  
Child Advocates of Fort Bend  
Christine Meeker Studios  
Cigar Cigar  
Classic Chevrolet of Sugar Land  
Cushatella Casino Resort  
Cracker Barrel  
Cupcake Café  
Chef Reynold Darthard  
Designer Showcase

"Thank you so much for your help. This donation is for my parents."  
- Brenda

From Fort Bend Meals on Wheels

## Donor recognition

I see people like me, plus  
why I give:


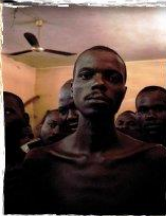

"Some years ago I read about a piece of undeveloped property that was for sale in rural Manitoba and I thought how much I would like to buy it and just keep it that way. Some time later I found out that is what NCC does. I support NCC because nature is the closest thing to my heart."

**Mabel Hykaway,**  
*Leader in Conservation  
in the Manitoba Region*



## Stories from Programs

Helping donors insert themselves into your narrative



### JUSTICE FOR PRISONERS


**"Here I am suffering,"** a prisoner called out to a film crew in a Benin prison. "We are sick. [We have] no food, no water, no job—nothing." His pleas are echoed throughout Africa and elsewhere in poverty-stricken countries that simply don't have the financial resources to house prisoners humanely. A prison sentence there, originally intended as just punishment, has now become a cruel injustice.

Prison Fellowship (PF) brings aid to these suffering prisoners in a variety of ways. Many PF ministries, for example, provide supplemental food to inmates. In 2011, PF Niger rebuilt a broken water main in the prison of Niamey, bringing lifesaving drinking water to prisoners suffering from diarrheal diseases due to a lack of safe water.

In other locations, where crowded and unhygienic prison conditions likewise result in serious diseases, PFI provides

## Stories from Programs

The story of one person:



**JUSTICE FOR RELEASED PRISONERS**

*Tomasi made a career out of crime.*

He began stealing when he was still in elementary school and dropped out of high school, so crime was all he knew. Were it not for the intervention of PF Fiji, he would most likely have returned to his life of crime as soon as he completed his prison sentence. However, he learned the art of screen printing in prison and, once released, started his own business with PF Fiji's assistance. PF Fiji recently formed a company called "Least of These Investments" that creates employment and fundraising opportunities for ex-prisoners like Tomasi, as well as current prisoners.

Ex-prisoners have paid the penalty for their crimes by completing their sentences, yet their punishment often continues long after their release. The unemployment rate for former prisoners is often double what it is for others in their communities. Employers are hesitant to hire ex-prisoners, severely limiting their chances of reintegration, and often leading them into recidivism. In many countries, former prisoners are denied access to public housing, social programmes, education assistance and political rights like voting.

Many ex-prisoners, like Tomasi, have few marketable skills and

## Programmatic Transparency

**#1 reason major donors give:**

If the organization has a track record of producing measurable results.



## Programmatic Transparency

## With infographics



## The Pathways Model

Pathways to Housing is widely credited as the originator of the revolutionary Housing First model of addressing homelessness among people with mental health challenges. The Pathways to Housing First model is simple: provide housing first, and then combine that housing with supportive treatment services in the areas of mental and physical health, substance abuse, education, and employment to facilitate recovery and integration into the community.

Since its founding Pathways has housed over 3,000 people and had enormous success in keeping them housed. Over the past 20 years, housing retention rates have remained at 85-90%, even among individuals who have not succeeded in other programs. But the greatest benefits go far beyond housing, to recovery and transformation. Individuals who once bounced between hospitals, shelters, jail and the streets now have the support and stability of a home to transform their lives.

Not only is Housing First effective at keeping people housed and moving toward recovery, it is proven to be incredibly cost effective. Research shows that the cost of providing a home and support services to someone who is homeless and mentally ill is significantly less than the expense of cycling in and out of emergency rooms, shelters, psychiatric hospitals and jails. Pathways to Housing provides the dignity of a home, and so much more, at a fraction of the cost of the alternatives.



\*\*\* Corporation for Supportive Housing: [http://documents.csh.org/documents/pubs/full\\_new\\_beginnings.pdf](http://documents.csh.org/documents/pubs/full_new_beginnings.pdf)

## Programmatic Transparency



## VOLUNTEER TIME & TALENT



Recognizing the overwhelming need in our communities, our volunteers stepped up and contributed

**142,000**  
HOURS OF SERVICE

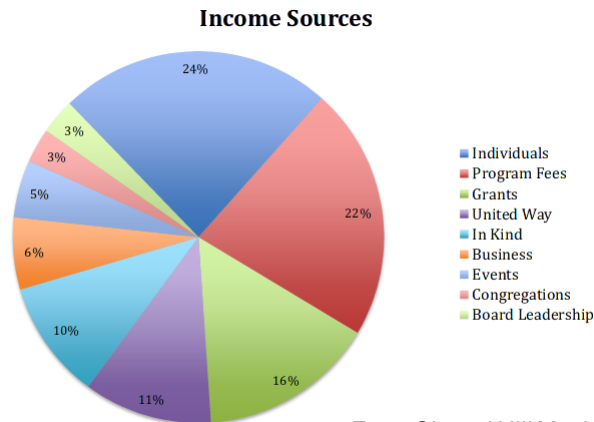
to OFB — a 23 percent increase over the prior year and the equivalent of

**74 FULL-TIME POSITIONS**

with an estimated value of \$2.4 million.

## Financial Transparency

Yawn! What's better than this common pie chart?



From Chapel Hill Meals on Wheels

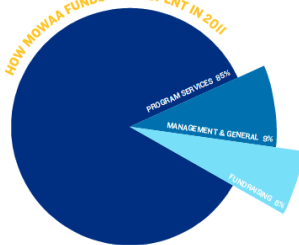
## Financial Transparency





## Financial Transparency

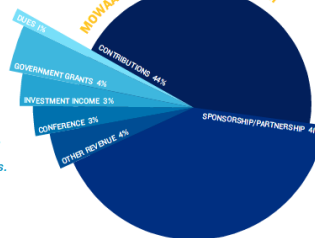
HOW MOWAA FUNDS WERE SPENT IN 2011



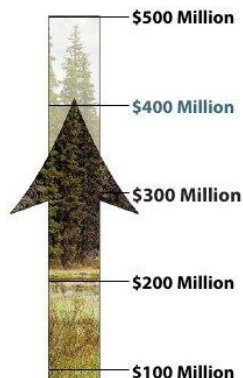
MOWAA received a special gift of \$3.3 million in 2011 from the Meals On Wheels Research Foundation.

MOWAA received more than 85% of its revenues in 2011 from donations and corporate partnerships.

MOWAA SOURCES OF FUNDS IN 2011



## Financial Transparency



### More than halfway there

We are well on our way to success. In 2007, the Government of Canada, through the Natural Areas Conservation Program, set aside \$225 million for the protection of natural areas. Under the program \$185 million was directly invested in NCC's conservation program. This investment has provided an impressive kick-start to the Force for Nature campaign, and NCC has pledged to more than match it with private funds and land donations.

Three years later we have worked hard to build on that initial investment and are proud to say that we are on our way towards our fundraising goal! Thank you to all our supporters who set the stage for us to launch this campaign and to those who have joined us.

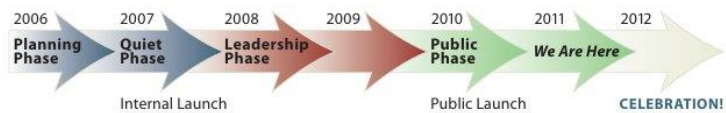


# Financial Transparency

## A FORCE FOR NATURE CAMPAIGN OVERVIEW (2009-2010)

### The forces for nature are gathering

NCC is currently in the midst of our five-year (2007-2012) Force for Nature campaign with a goal to raise \$500 million and to ensure that 500,000 acres (200,000 hectares) of ecologically significant land will be protected and managed in perpetuity. It is our most ambitious undertaking to date in support of conservation across Canada.



## What to include and what to leave out

Your annual report should include:

- All donor & funder names
- Pictures of donors & quotes
- YOU-focused language
- Financial snapshot



## What to include and what to leave out

### Leave out:

- Letter from the director
- Letter from board chair
- Long description of programs written in the third person, like a bad grant proposal



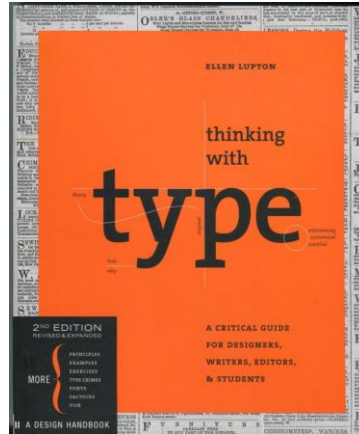
## Graphic design resources and inspiration



## Graphic design resources and inspiration

Thinking with Type (book & website)

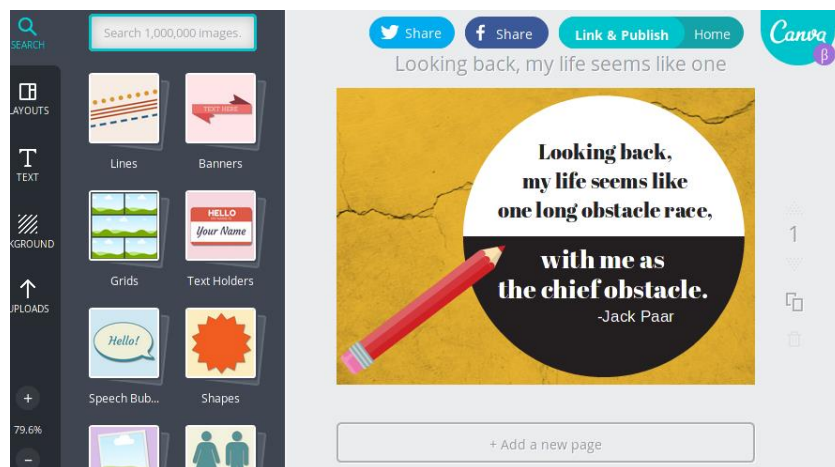
[www.thinkingwithtype.com](http://www.thinkingwithtype.com)



## Graphic design resources and inspiration

Canva (website)

[www.canva.com](http://www.canva.com)



## Graphic design resources and inspiration

Unsplash (website)

[www.unsplash.com](http://www.unsplash.com)



UNSPLASH



Free ([do whatever you want](#)) hi-resolution photos.

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## Graphic design resources and inspiration

Myfonts (website)



[www.myfonts.com](http://www.myfonts.com)

FontSquirrel (website)

[www.fontsquirrel.com](http://www.fontsquirrel.com)





## Q&A with Mazarine Treyz

Thank you for coming today!

Let Mazarine know what you're working on: 503-206-9669  
info@wildwomanfundraising.com

**Join us on May 27<sup>th</sup> for our Advanced Annual Reports Webinar!**

Sign up to get more fundraising tips at  
<http://wildwomanfundraising.com/free-stuff>

## **Meals On Wheels** LEADERSHIP ACADEMY

### **Upcoming Webinars**

May 27 - Advanced Non-Profit Annual Reports for Print and Web

June 2 & 5 – Business Planning for Sustainability (Free, offered by the National Resource Council on Nutrition and Aging)

June 10 – Multiple Options for Menu Planning

Info at: <https://www.mowaa.org/webinars>