GREETINGS

MNA Members and Friends:

For MNA, 2011 can be succinctly captured in two words: transition and impact!

In September, we said goodbye to former executive director Brian Magee, who stepped down after eight years in order to join his wife Michelle in Pittsburgh. The transition brought challenges—but the patience, wisdom and optimism of MNA’s members and friends buoyed us as we carefully navigated forward.

In the midst of such visible change, we took a less obvious shift that we think will ripple positively through Montana’s nonprofit sector in the years ahead. We got serious about understanding impact. MNA has long used data to measure and evaluate our efforts. In 2011 we expanded our beyond accomplishments and achievements to include the difference we’re making. That shift is reflected in this year’s Annual Report, MNA 2011: Impact Snapshots.

The pages that follow are small, requiring whittling, decisiveness and snippets in place of storyline. One area we didn’t cut is our list of members and supporters. You are the heart of our work and we simply could not minimize your role within MNA and in Montana’s nonprofit sector.

Read on! Be inspired! A stronger, more cohesive and vibrant nonprofit sector is emerging in Montana and in your communities, and the story is yours. We close with a heartfelt thanks for the work you’re doing, and the difference you’re making in Montana.

we are many missions, one voice.

Jono McKinney, Chair Liz Moore, MNA Board of Directors Executive Director

MEMBERSHIP, NETWORKING

67% CHARITABLE NONPROFIT ORGANIZATIONS

MNA’s membership retention rate is 90%—well above the average for other statewide nonprofit associations.

Almost 30% of nonprofit leaders said MNA’s role in creating a cohesive statewide nonprofit identity is one of the most valued aspects of our work.

35% of MNA’s members are from outside Montana’s seven population centers.

OUTSIDE MONTANA’S SEVEN POPULATION CENTERS

“we can only achieve lofty goals together through hard work, commitment and a collaborative spirit.” —2012 Member Survey

SERVICES

PRODUCTS & SERVICES

41% increase in job postings

The MNA Group Benefit Trust Health Insurance program saw a 0% increase in premiums in 2011. This compares with a statewide average increase of about 8% and national average of 7.5%.

300 MNA member organizations saved more than $185,000 on GrantStation—a web-based grant search program.

Almost 175 job postings (19% increase) and a 61% increase in job views (from 21,157 to 34,715) were posted through MNA’s Career Center.

The MNA Group Benefit Trust Health Insurance program had a 0% increase in premiums in 2011.

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In 2011 MNA launched build montana. Learning about, giving to or volunteering in a Montana nonprofit just got easier through this interactive website designed to engage the public in Montana's nonprofit sector.

MNA provided training to 1046 registrants through a combination of 24 webinars and 12 on-site trainings, resulting in a combined total of more than 3300 hours of training received. 57% of the leaders who implemented an intentional plan based on MNA training said the changes they made directly impacted the effectiveness, efficiency or sustainability of their organization.

Education and training is ranked #1 in importance to nonprofit leaders in MNA's 2012 Member Products and Services Survey.

MNA responded to more than 320 requests for technical assistance.

Idea encore launched on the MNA website in 2011, exponentially expanding the sample documents, templates and informational resources available to Montana's nonprofit leaders.

MNA's members rank our advocacy work second only to education in terms of importance to their work (2012 Member Products & Services Survey).

MNA successfully rallied the troops to eliminate a surprise threat to the charitable endowment tax credit during the 2011 legislative session when 149 Montana nonprofits signed on to a letter to Senator Baucus requesting the charitable deduction be preserved. During his opening remarks to the Senate Finance Committee hearing on the deduction, Senator Baucus said: “It’s the one stop place to find out how to run an effective nonprofit.” — 2012 Member Products and Services Survey

MNA members have helped improve Montana on so many fronts—education, health and human services, arts and culture, religious and spiritual development, environmental protection, economic and workforce development and more…I would like to take a moment to congratulate those members and thank them for their service to Montana. — Senator Max Baucus, opening remarks at Senate Finance Committee hearing on the charitable deduction, October 2011

For more detailed information go to www.mtnonprofit.org

### FINANCIALS

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As of December 31, 2011

### PROGRAMS

- Nutrition Education
- Environmental Education
- Community Development
- Economic and Workforce Development
- Cultural and Arts Programs
- Religious and Spiritual Development
- Environmental Protection
- Social Services
- Education and Training
- Advocacy
- Policy
- Communications

### RESEARCH & COMMUNICATIONS

The research and information available through MNA's interactive website is designed to help you know when to go to map the group.

MNA E-NEWS open rates are above 90%, which is the high end of the market standard of 11–20%.

MNA ensures nonprofit research is available to policy makers, private citizens, and other nonprofits. Through MNA’s leadership, 81 Montana nonprofits took part in the Nonprofit Finance Fund Survey. 165 nonprofits responded to the Montana Salary Survey. 148 nonprofits participated in the Northwest Nonprofit Sector Survey. Rapid access to information shows up as one of most valued aspects of MNA.

### PUBLIC POLICY

Advocacy work ranked #1 in importance to nonprofit leaders (2012 Member Products & Services Survey).

Charitable Endowment Tax Credit

When MNA members signed a letter to the Senate Finance Committee, the proposal to eliminate the charitable endowment tax credit was reserved. During the hearing on the deducation, Senator Baucus said: "This member has helped improve Montana so much in so many ways—education, health and human services, arts and culture, religious and spiritual development, environmental protection, economic and workforce development and much more. I would like to take a moment to congratulate those members and thank them for their service to Montana."

### EXPENSES

- Nonprofit Member Dues $104,181
- Private Foundations $213,475
- Contributions $18,095
- Project Fees $25,313
- Conference & Training Fees $86,448
- Product Fees $76,930
- Sponsorships $49,225
- Associate Member Dues $11,300

### OPERATIONS

- Communications: $25,000
- Development: $100,000