

INTERPRETING A NONPROFIT PROFILE

Making strategic philanthropic investments in the community is the catalyst for social change. The Greater Kansas City Community Foundation created a tool to help donors become even better investors. Visit www.gkccf.org and click on the **nonprofit search** page to find a database of more than 650 nonprofit profiles. Each profile displays in-depth information to help you determine if a nonprofit is effective.

Applaud the Kansas City nonprofit community for providing quantitative data! This data gives donors confidence that their financial contributions are being spent wisely and are truly making a difference.

When visiting the nonprofit search at www.gkccf.org, look for the Reviewed by Your Community Foundation icon!



This icon means the nonprofit filled out a profile and submitted it, along with the organization's financials, to the Community Foundation for review. The Reviewed icon indicates our staff has verified the information.



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HERE IS A LIST OF THINGS TO CONSIDER WHEN REVIEWING A NONPROFIT PROFILE AT WWW.GKCCF.ORG.

CRITERIA	RECOMMENDED BEST PRACTICE	THINGS TO CONSIDER
Programs	The profile should display measurable, bench-marked performance criteria and favorable program results.	Do I want to fund programs that provide for immediate needs or create sustainable long-term solutions? Because this organization exists, what needs are being met that otherwise would not be?
Operating budget	Revenue should meet or exceed expenses, and growth in revenue should exceed the rate of inflation.	Do I want to support a large, well-established organization or a small, start-up nonprofit?
Income sources	A balance of three or more income sources is ideal.	Does the organization receive funds from diverse sources, such as individuals, foundations, government or fees for services?
Rainy day fund (operating reserve)	Best practice is to have three to six months savings reserve.	Is the organization taking necessary steps to build a reserve to remain operational if it were to lose a key component of support?
Administrative and fundraising expense as compared to program expense	≤ 25% administrative expense is ideal; ≤ 35% may be justifiable based on special circumstances.	Does the organization have a fundraising or strategic plan?
Senior leadership	Retention of senior staff leadership should be ≥ 75%.	Is compensation in line with overall performance, budget and staff size of the organization?
Transparency	Current information regarding the organization can be easily accessed. Look for validated IRS Form 990 reports and audits to be posted on the nonprofit profile.	How current is the financial information from a valid IRS Form 990? Does the nonprofit have a Reviewed icon on its online profile?
Board engagement	Board meets in a policy mode with meeting attendance rate ≥ 67%.	What percentage of the board contributes financially to the organization?



MAKING A DIFFERENCE

Giving back to the community is important to Rhonda Cerny, donor at the Greater Kansas City Community Foundation. "I've always been an advocate for helping children and supporting children's causes," Cerny said. "When my 7-year-old daughter was diagnosed with attention deficit hyperactivity disorder (ADHD), I decided to dedicate even more of my time to helping families create self confidence and esteem in their children so they could find a path to a positive future."

Cerny created Empowering Our Children, a nonprofit education foundation that focuses on children and adolescents with neurological, behavioral, physical and emotional issues. Leveraging her marketing background, Cerny created an interactive psychology radio program, moderated by Dr. Stephen H. Blum, a leading psychologist.

"Our weekly broadcasts and Web site-archived programs provide resources that guide families to develop their children's strengths. Our mission is to overcome the stigma these children face so they can become valuable members of our community," Cerny said.