Working with Nonprofit Organizations

Leigh Clark & Joan Divor
Objectives:

● Use library and online resources to answer nonprofit related reference questions.

● Identify ways to engage with and support nonprofits within their community.
## Nonprofit vs. For-profit

<table>
<thead>
<tr>
<th></th>
<th>Nonprofit</th>
<th>For-profit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mission</strong></td>
<td>Charitable, to benefit society</td>
<td>To make a profit</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>Owned by no one, governed by a board who are held accountable by the “public”</td>
<td>Has owner(s) or shareholders.</td>
</tr>
<tr>
<td><strong>Board members &amp; Employees</strong></td>
<td>Board members are volunteers and not paid</td>
<td>Board members are paid</td>
</tr>
<tr>
<td><strong>Profit</strong></td>
<td>Reinvested back into the organization</td>
<td>Distributes to owners or shareholders</td>
</tr>
<tr>
<td><strong>Taxes</strong></td>
<td>Can gain tax-exempt status from the IRS typically as a 501(c)(3)</td>
<td>Not tax-exempt</td>
</tr>
</tbody>
</table>
B-Corps and Benefit Corporations

Benefit Corporation -
A for-profit corporation recognized by 30+ states. A benefit corporation is accountable for not only producing a profit but also a general public benefit to society and the environment. (source: U.S. Small Business Association, N.J.S.A. 14A:18-1)

Certified B-Corp -
A for-profit company, not necessarily a corporation, that is certified by B Lab, a nonprofit in Wayne, PA, “to meet rigorous standards of social and environmental performance, accountability, and transparency.” (source: B Lab)
Common Reference Questions

- I want to start a nonprofit. Where do I start?

  Do you *really* have to or want to start a nonprofit?

  **STOP**

  - Booklet: “Thinking of Forming a Non-Profit?: What to Consider Before You Begin”
  - Webinar: “Starting a Nonprofit: Upsides, Downsides and Alternatives”
  - Podcast: “Non-Profits” with Jack Dunigan
Common Reference Questions

- I want to start a nonprofit. Where do I start?
- Do similar nonprofits exist?
- Is there a real need?
Common Reference Questions

- I want to start a nonprofit. Where do I start?

What are the alternatives?

- Volunteer or work for an existing nonprofit
- Fiscal sponsorship
- Start a for-profit business
- Start a local chapter of a national/regional organization
- Start a donor-advised fund
Common Reference Questions

- I want to start a nonprofit. Where do I start?

Additional Resources
Common Reference Questions

- I want to find funding for ....
  - my nonprofit.
  - my soon to be nonprofit.
  - my business.
  - myself.
Common Reference Questions

- I want to find funding for my nonprofit. → Private Funding

Free Online Resources

- GuideStar - Basic
- Foundation Directory Online - Quick Start
- Foundation Center - 990 Finder

Subscription Databases

- Foundation Directory Online Professional
- Foundation Search
- BIG online
- GrantStation
- GrantForward
- Pivot
- WealthEngine
- Donor Search
Funding Information Network Partners in NJ

- Hillsborough Library - Somerset County Library System
- New Jersey State Library
- Margaret E. Heggan Free Public Library
- Cumberland County College
- County College of Morris
- Elizabeth Public Library
- United Way of Greater Philadelphia and Southern NJ
- Atlantic Cape Community College Foundation
Common Reference Questions

- I want to find funding for my nonprofit. → Government Funding

Federal
- Grants.gov
- Catalog of Federal Domestic Assistance
- SAM

State
- NonProfit Information
- SAGE

Local
- New Jersey’s Monmouth County
- Manalapan Township
Common Reference Questions

- I want to find funding for my nonprofit.

  Corporate Giving

  Look for local businesses

  **referenceUSA**

  Chamber of Commerce - Member Directories

  Local business websites
  keywords: responsibility, sustainability, citizenship, community, etc.

  Don’t forget in-kind gifts

  Volunteer Connect
  20th Anniversary

  Volunteer Center
  OF BURLINGTON COUNTY
  YOUR PARTNER IN VOLUNTEERISM

  Double the Donation
  matching gifts made easy

  Good360
  GOODS FOR THE GREATER GOOD®
Common Reference Questions

● I want to find funding for my soon to be nonprofit.

Do they have 501(c) determination letter from the IRS?

Develop a clear mission and funding priorities first.

Explore other fundraising strategies.
Common Reference Questions

- Is this nonprofit legitimate? Should I donate to this charity?

Can they fundraise in NJ?

- Are my donations tax deductible?

How do I report charity fraud?

What will my donations be used for?
Common Reference Questions

- IRS and tax related questions.
  - Tax Cuts and Jobs Act
  - Form 990
  - Form 1023EZ
Engaging Nonprofits - Outreach

- Look within your existing network.
  - What nonprofits do you currently work with?
  - Reach out to library stakeholders.
  - Connect through social media.
Engaging Nonprofits - Outreach

- Attend events for nonprofits.

Conferences
- Community Works
- Princeton Community Works
- Art of Thriving
- Ocean County Nonprofit Symposium

Networking Events
- Trenton Area Stakeholders
- YNPN NJ

Meetups
- Montclair/Newark Area Nonprofit and Social Entrepreneurs
Engaging Nonprofits - Outreach

● Consider joining your local Chamber of Commerce.

Princeton Area Chamber of Commerce
Central NJ Nonprofit Council
Nonprofit Business Partnership
Nonprofit Leadership Council

Somerset County Business Partnership
Your Chamber of Commerce and more
Nonprofit Council

Burlington County Regional Chamber of Commerce
Nonprofit Outreach Committee

WMCC
Engaging Nonprofits - Outreach

● Connect with the community foundations and other funders in your area.
Supporting Nonprofits - Programming and more

- 1-on-1 consultations - scheduled in advance.
- Large group programs.
  - In-house programming
  - Outside speakers
  - Panels - funders, technology, business partners, etc.
  - Networking opportunities
- Provide space to meet, advertise, hold independent programs, etc.
- Partner on programs.
- Collaborate to receive funding.
Contact Information

Leigh Clark
Business & Funding Information Librarian
Reference Services
New Jersey State Library
Email: lclark@njstatelib.org
Phone: 609-278-2640 X 158
http://libguides.njstatelib.org/nonprofits
http://libguides.njstatelib.org/grant_info
Twitter: @NJSLFundingInfo

Joan Divor
Business Services Librarian
Coordinator of Community Partnerships
Burlington County Library System
Email: jdivor@bcls.lib.nj.us
Phone: 609-267-9660 X 3018
http://www.bcls.lib.nj.us/business-gateway