

Working with Nonprofit Organizations

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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

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

B-Corps and Benefit Corporations

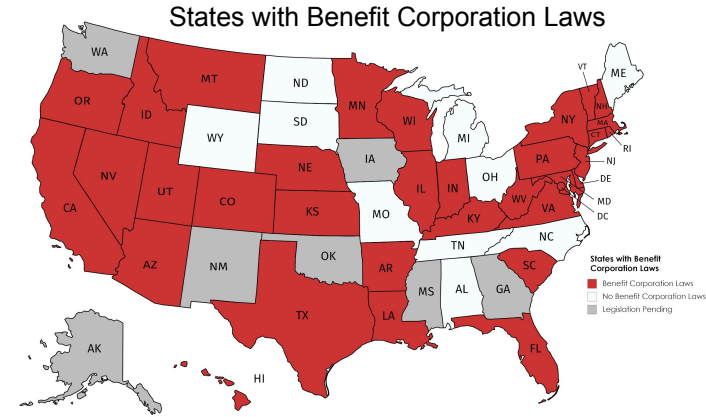
Benefit Corporation -

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.

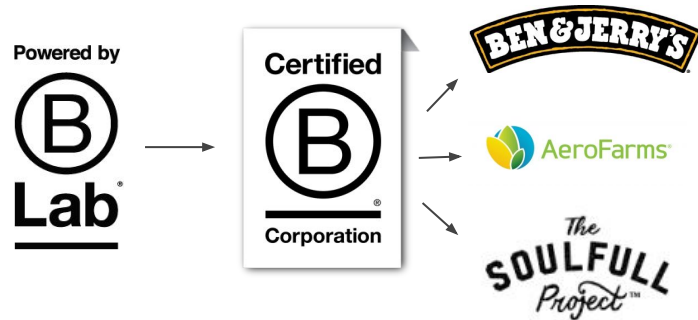
(source: U.S. Small Business Association, *N.J.S.A. 14A:18-1*)

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)



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?



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

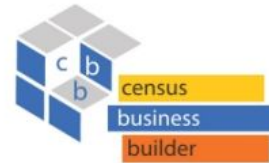
- I want to start a nonprofit. Where do I start?

Do similar nonprofits exist?

referenceUSA[®]



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



→ Tools → Knowledge Base

Common Reference Questions

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

Additional Resources



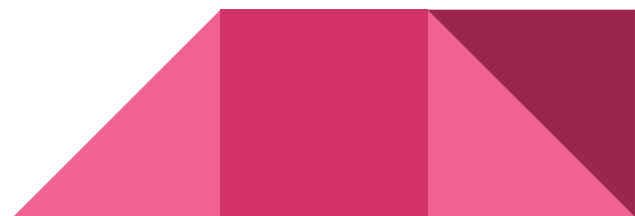
lynda.com



Nonprofit Essentials
Video Playlist

FAQs
Sample Documents
Webinars
& more

FAQs



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



Subscription Databases



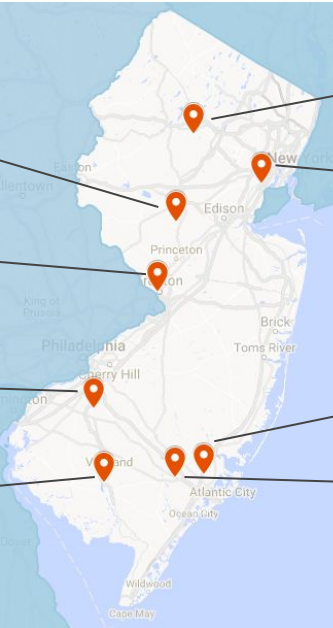
access at Funding Information Network Locations (FINs)



Funding Information Network Partners in NJ



FOUNDATION GRANTS
TO INDIVIDUALS ONLINE



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



State



Local



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



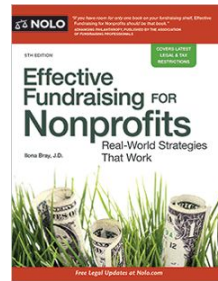
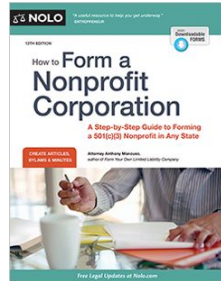
Common Reference Questions

- 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?



What will my donations be used for?



How do I report charity fraud?



Common Reference Questions

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

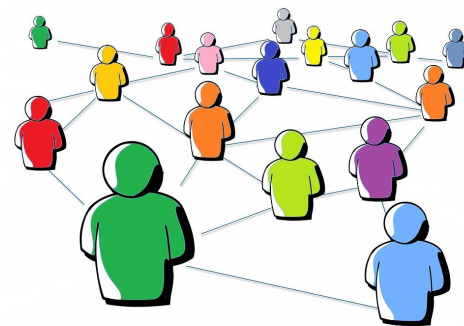


Publication 557



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

Listen to your heart. Play a part
**COMMUNITY
WORKS**
www.PrincetonCommunityWorks.org



OCEAN COUNTY
NONPROFIT SYMPOSIUM
2018

Networking Events

TRENTON AREA
STAKEHOLDERS

young nonprofit professionals network
YNPN nj

Meetups

meetup



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 Council



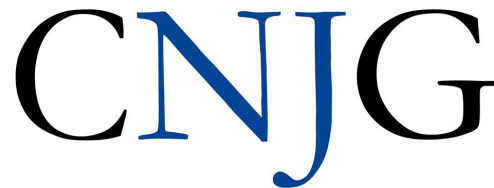
Nonprofit Leadership Council



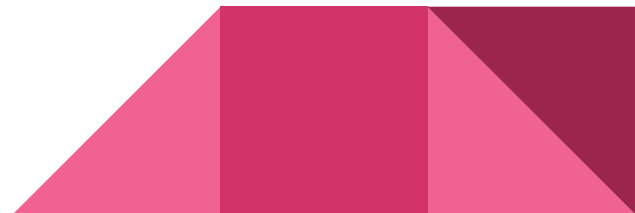
Nonprofit Outreach Committee

Engaging Nonprofits - Outreach

- Connect with the community foundations and other funders in your area.

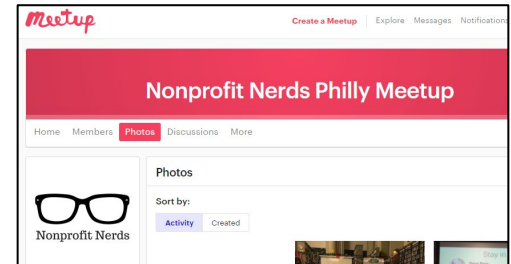


COUNCIL OF NEW JERSEY GRANTMAKERS
Harnessing Philanthropy's Potential



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

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<http://libguides.njstatelib.org/nonprofits>
http://libguides.njstatelib.org/grant_info

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<http://www.bcls.lib.nj.us/business-gateway>