



“Our imagination is the only limit to what we can hope to have in the future.”

— Charles F. Kettering



2009 annual report

vision

We envision healthy and vibrant communities in which effective and sustainable nonprofit organizations achieve their mission-driven results.

mission

MAP unleashes the power of the nonprofit sector in the community by increasing the capacity of individual nonprofit organizations to achieve their missions and providing leadership for the effective management of the sector.

2009 Highlights

- MAP for Nonprofits celebrated 30 years of service to the Twin Cities community with a gathering of supporters and a highly relevant keynote address by Marty Linsky, author of *The Practice of Adaptive Leadership: Tools and Tactics for Changing Your Organization and the World*.
- We published *MergeMinnesota*—a comprehensive toolkit and literature review about the opportunities for preserving services and achieving economies of scale through nonprofit realignments.
- MAP launched MAP TechWorks with the help of ADC Foundation. TechWorks is a website designed to help nonprofit organizations solve their common technology challenges.
- We were proud to join the Minnesota Council of Nonprofits in honoring two organizations with the 2009 Nonprofit Excellence Awards—Dakota Woodlands, Eagan, for Excellence in a Small Organization and Simpson Housing Services, Minneapolis, for Excellence in a Large Organization; and four organizations with the 2009 Mission Awards—Caring Bridge, Eagan, for Innovation; Carl and Eloise Pohlada Family Foundation, Minneapolis, for Responsive Philanthropy; Clayton Jackson McGhie Memorial, Duluth, for Anti-Racism Initiative; and National Alliance on Mental Illness of Minnesota (NAMI), St. Paul, for Advocacy.
- MAP entered into capacity building partnerships with:
 - Nonprofits Assistance Fund and Fieldstone Alliance to help grantees of the Blue Cross and Blue Shield of Minnesota Foundation build their innovation and resilience.
 - Pohlada Family Foundation to move \$5 million into direct services where needs skyrocketed due to the economic downturn.
 - Minnesota Community Foundation to help the nonprofit sector prepare for full involvement in GiveMN.org, a new online giving platform and the 2009 Give to the Max Day.
- We invested in the development of MAP's staff including a learning sabbatical for Executive Director Judy Alnes; Harvard University training on change management for Director Christie Hammes, and engaged MAP staff in internal Leaders Circles®.



Left: Simpson Housing Service's 2009 Board Chair Dan Poorman and Executive Director Julie Manworren accept the 2009 Nonprofit Excellence Award for a large organization.

Below: staff members from Dakota Woodlands accept the 2009 Nonprofit Excellence Award for a small organization: (L-R) Abby Webster, fundraising assistant; Reyne Branchaud-Linsk, executive director and Patty Kelly, volunteer coordinator.



Above: The Carl and Eloise Pohlada Family Foundation received a Nonprofit Mission Award for Responsive Philanthropy in 2009. The Foundation responded to the economic crisis by directing \$5 million to Twin Cities' nonprofit organizations. (L-R): Michelle Pohlada, Jim Pohlada and Marina Lyon.

On The Cover:

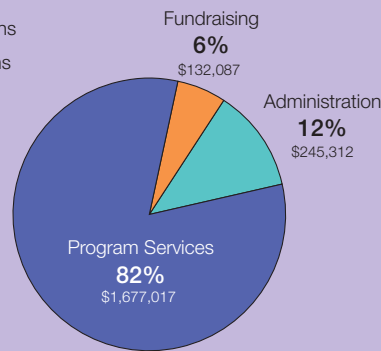
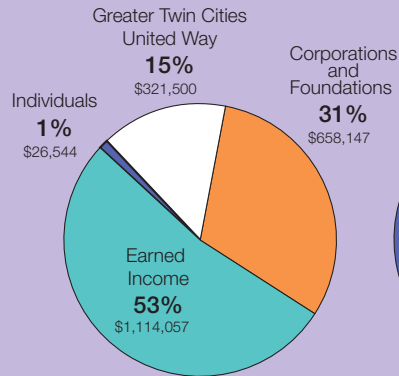
Center: In 2009, MAP's Project ReDesign helped a dissolving nonprofit organization preserve its nursing assistant educational program by transferring the program to Lifetrack Resources. Pictured on the cover of our 2009 Annual Report are the transferred program's first graduates and their instructors. Congratulations!

At left are Jay Lyons, MAP's manager of accounting and finance services and Francene Lee of Ready 4 K.

Pictured on the right is Barbara Clare, MAP's director of financial services, working with staff from Wayside House.

2009 Revenue \$2,120,248

2009 Expenses \$2,054,416



2009 client satisfaction

92% reported their ability to operate more effectively has increased as a result of working with MAP
 98% said MAP's staff and consultants were sensitive to their culture, needs, and level of development
 94% said the goals for the project were achieved
 97% said MAP has proven itself as a resource for an organization like theirs, and
 90% reported MAP's work was good, very good, or excellent

ASSETS

Current Assets

	2009	2008
Cash and Cash Equivalents	\$ 370,843	\$ 367,434
Accounts Receivable	97,342	110,944
Pledges Receivable	50,000	205,000
Prepaid Expenses	44,276	34,953
Furniture and Equipment	42,591	30,976
Security Deposit	6,000	6,000
Total Assets	\$ 611,052	\$ 755,307

LIABILITIES AND NET ASSETS

Current Liabilities

	2009	2008
Accounts Payable	\$ 20,498	\$ 27,823
Fiscal Agency Payable	2,854	15,224
Accrued Liabilities	31,963	97,947
Total Current Liabilities	\$ 55,315	\$ 140,994

Net Assets

	2009	2008
Board Designated	\$ 147,787	\$ 121,538
Other	407,950	492,775
Total Net Assets	\$ 555,737	\$ 614,313
Total Liabilities and Net Assets	\$ 611,052	\$ 755,307

619 projects/services for more than 500 nonprofits

- Accounting 145
- Board Recruitment 48
- Financial Projects 11
- Leaders Circles® 52
- Legal Services 218
- Marketing 17
- Project ReDesign 17
- Strategic Development 40
- Technology 71
- Training for Individuals
- Board Training 1,355
- Technology Training 180



Board of Directors

Chair: Louise Jensen
Community Representative

Vice Chair: Brad Kruse
Hugh J. Andersen Foundation/SRI

Secretary: Grayce Belvedere-Young
The Prouty Project

Treasurer: Allison Gelfman
Wells Fargo

2009 BOARD MEMBERS

Leslie Anderson
Dorsey & Whitney LLP

Heather Cox
Science Museum of Minnesota

Laurel Feddema
Steppingsone Consulting, Inc.

Diana Lewis
Ecolab, retired

Bryan Ljung
U.S. Bancorp

Kimi Martin
Bremer Financial Services, Inc.

Barbara Milon
Phyllis Wheatley Community Center

Ken Moritz
Cargill, retired

Ron Peterson
Halleland Lewis Nilan & Johnson, P.A.

Pham Thi Hoa
Centre for Asian and Pacific Islanders (CAPI)

Ellie Skelton
Wayside House, Inc.

Todd Tonneson
Travelers

Michael Whitescarver
Xcel Energy

2010 NEWLY ELECTED MEMBERS

Paul Babcock
MacPabill Center for Music

Karl Dornfeld
Ameriprise Financial, Inc.

Christine Esckilsen
Piper Jaffray & Co.

Marshall Lehman
Lurie Besikof Lapidus & Company LLP

Laura Owen
ADC Telecommunications

CORPORATE AND FOUNDATION CONTRIBUTORS

Over \$10,000

3M Foundation
ADC Foundation
Ameriprise Financial Services
F. R. Bigelow Foundation
Otto Bremer Foundation
Patrick & Aimee Butler Family Foundation
General Mills Foundation
Greater Twin Cities United Way
John S. and James L. Knight Foundation
The McKnight Foundation
The Medtronic Foundation
The Minneapolis Foundation
Nicholson Family Foundation
Jay and Rose Phillips Family Foundation

Pohlad Family Foundation
The Saint Paul Foundation
Target Foundation
Tozer Foundation
Travelers Foundation
Wells Fargo Foundation Minnesota
\$5,000 to \$9,999
Hugh J. Andersen Foundation
Athwin Foundation
Best Buy Children's Foundation
Bremer Financial Services, Inc.
Cargill
Deluxe Corporation Foundation
The Dorsey & Whitney Foundation
Ecolab Foundation
The Graco Foundation
U.S. Bancorp Foundation
Xcel Energy Foundation

\$2,000 to \$4,999

Andersen Corporation
Faegre & Benson Foundation
The Fredrikson & Byron Foundation
Piper Jaffray Foundation
PricewaterhouseCoopers LLP
The Securian Foundation
\$1,000 to \$1,999
Hardenbergh Foundation
Up to \$999
Fischer on Finance
H. B. Fuller Company Foundation
Minnesota Community Foundation
Mutual of America
Ryan Foundation
Western Bank
The Whitney Foundation

INDIVIDUAL CONTRIBUTORS

\$1,000 and up

Judith E. Alnes
Karen Alnes
Kimi Martin
Ron Peterson
Charley Ravine
\$500 to \$999
Margaret Alnes
John and Gretchen Corkrean
Walter Cox, Jr.
Charles M. Denny, Jr. and Carol E.
Denny Fund of The Minneapolis Foundation
Diana Lewis
Bryan Ljung
Joseph Pettini
Ron and Nancy Reed
Robert Schwartzbauer
Kathleen Toay
Brian J. Wald

\$100 to \$499

Abdikadir Adan
Kathleen Alme
Leslie Anderson
Emil Angelica
Anonymous
Anonymous
Anonymous
Grayce Belvedere-Young
Rick and Anita Birmingham
Barbara Clare
Rich Cowles
Julie and Randy Dappen
Laurel Feddema

Allison and Michael Gelfman
Tina Pfau Gonzales and Victor Gonzales
Christine Hammes
Greg Hani
Barbara Hemberger
Chuck Hoistad
Louise Jensen
Daniel Johnson
Laura Jones
Sue and Doug Kmetz
Cynthia Kleven
Brad Kruse and Kimberly Faurot
Sandra Larson Family Fund of the Fidelity Charitable Gift Fund
Deborah Loon
Jay Lyons and Stephanie Owen-Lyons
C. Marvin Mandery
Pat and Sharon McKenna
Richard Menk
Ken Moritz
Bob and Mary Nehring
Kathleen O'Brien
Suzanne Pearl
Carrie Plack
Ella Ramsey and Bill Merrill
Laura Roller
Jim Rustad
Vicki Schmidlin Reher
Stan Shepard
Ellie Skelton
Nancy Slaughter
James Toscano
Jerry Total

Kim Vanderwall
Susan Voigt
Amy Wagner and Charlie Witzke
Mary Weddle
Ber and Pang Yang
Delphine Zeuli
Up to \$99
Steve Ackerson
Patsy Bartley
Brad Baso
Heather Cox
Hal Freshley
James Hetland, Jr.
Stanley Hunt
Kimberly Jackson
Ron and Marty Jacobsen
James Kemble
Katie Land
Daniel Levitt
Barbara Milon
Daryl and Marilyn Natz
Rebecca S. Olson
Pham Thi Hoa
Mary Polzin
Jennifer and Chris Reedy
Patricia Rossez
Kelly Rowan
Judy Sharken Simon
Davis Shryer
Gordon Strom
Holly Sylvester
Roger Toogood
Adam Ziele

MAP Staff

Judith Alnes
Executive Director

Kathy Alme
Technology Circuit Rider

Rick Birmingham
Manager, Technology Services

Barbara Clare
Chief Financial Officer

Julie Dappen
Director, Marketing and Communications

Phil Duran, J.D.
Legal Services

Christine Hammes
Director, Strategic Development Services

Kathy Iverson
Accountant

Sue Kmetz
Accountant

Katie Land
Program Associate, Project ReDesign

Jay Lyons
Manager, Accounting and Finance Services

Sharon McKenna
Office Operations Coordinator

Rick Menk
Accountant

Mary Nehring
Assistant to the Executive Director

Becky Olson
Accountant

Renae Oswald-Anderson
Director, Project ReDesign

Charley Ravine, J.D.
Director, Legal Services

Ron Reed
Consultant and Adviser, Project ReDesign

Shari Reily
Program Assistant, Strategic and Marketing Services

Judy Sharken Simon
Manager, Board Recruitment and Volunteer Services

Amy Wagner
Associate Director

Brian Wald
Business Development Manager, Accounting and Finance Services

Ber Yang
Technology Circuit Rider

MAP provides innovative, high-quality, cost-effective management consultation and support to Twin Cities nonprofit organizations to help them achieve their missions and strengthen communities.



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