

October 2024



## Workshops and Seminars:

Planned Giving – with  
Bill Zook  
11/20/2024  
At SCAF, 9 am-1 pm.

Only \$10

Register at [www.s-caf.org](http://www.s-caf.org)



## Grant Searches

SEARCHING FOR GRANTS?

Candid.

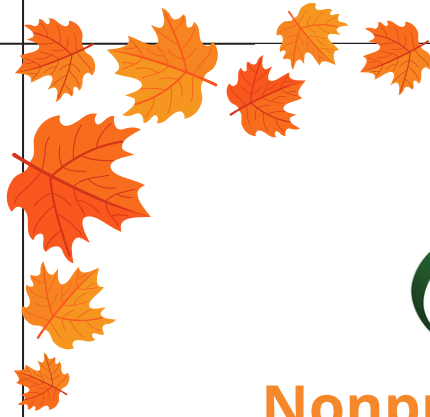
Foundation Directory

Reserve a workspace and our laptop dedicated to Candid Foundation Directory!

Did you see our FB and IG post about making Grant Searches a little easier? Come by our office and use the Dedicated Search Laptop utilizing the Candid Data Base with over 306,000 grantmakers and their info!

Questions? Reach out and ask Julie or Natalie!

[www.s-caf.org](http://www.s-caf.org)  
360-629-6878



# Nonprofit Newsletter

## *Writing Your Nonprofit Annual Report: Essential Elements - by Julie Vess*

Hey there, fellow nonprofit leader! As you know, an annual report isn't just a formality—it's one of the best ways to communicate your organization's impact and accountability to your supporters. But sometimes it's tough to know exactly what to include and how to structure it. Here's a quick breakdown of the essential components to help make sure your annual report checks all the boxes and connects with your audience.

### 1. Mission and Vision: Set the Tone

Start with a reminder of why your organization exists. Revisit your mission and vision statements to anchor your report. This reaffirms your purpose to donors, volunteers, and partners right off the bat. It's a simple way to refocus everyone on the big picture before diving into the year's specifics.

### 2. Impact Highlights: Show, Don't Just Tell

This is the heart of your report. Share the stories and outcomes that demonstrate how your nonprofit is making a difference. Highlight key programs and achievements, backed by real-world examples or testimonials from those you've helped.

**Director Tip:** Lead with stories and human experiences—this is what people connect to. Sprinkle in data where it's impactful, but don't make the whole report a numbers dump.

### 3. Key Metrics and Program Outcomes

While stories are critical, we all know that our boards and major donors love to see numbers that back up those stories. Include a section with your organization's key metrics: how many people you served, how many programs you ran, and the specific outcomes you achieved.

**Keep it clean:** You don't need to report every stat you have, but focus on the numbers that best demonstrate your impact. Using visuals like infographics or charts can help simplify and emphasize your most important data.

### 4. Financial Overview: Transparency Builds Trust

Next comes the part we sometimes dread—the financials. But transparency is key here. Break down your revenue and expenses into broad categories like programs, administration, and fundraising. Show your supporters where their money went and how efficiently you're running the organization.

**Pro Tip:** Keep it simple. Use a pie chart or graph to make the financials more engaging and easier to understand. Transparency goes a long way toward building donor confidence, but drowning them in spreadsheets doesn't help anyone.

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## Resources:

### Looking for a different way to take in donations?

These two companies provide a quick and convenient way for donors to “dip” or “tap” their credit card to donate:

**Dipjar**

[www.dipjar.com](http://www.dipjar.com)



**Tiptap**

[www.tiptappay.com](http://www.tiptappay.com)



### Thinking about showing a movie or playing music at an event?

Public use is different than in a home. By law, you must have a license to utilize copyrighted material in public.

**Find out more:  
Movies**

[www.swank.com](http://www.swank.com)  
[www.mplc.com](http://www.mplc.com)

**Music**

[www.ascap.com](http://www.ascap.com)  
[www.Pdinfo.com](http://www.Pdinfo.com)  
[www.bmi.com](http://www.bmi.com)

Article Continued...

### 5. Leadership Message: Reflect on the Year

A brief message from you, as the Executive Director (and maybe one from the board chair too), adds a personal touch to the report. It's a great space to reflect on the year's successes, challenges, and any major shifts or lessons learned. Share your vision for the future here too.

**Director-to-Director Insight:** Keep this conversational and authentic. This is where you get to connect directly with your stakeholders, so use your voice!

### 6. Acknowledgments: Celebrate Your Team

Your nonprofit's success isn't yours alone—it's a collective effort. Use this section to thank your team, board members, volunteers, and key donors. Consider listing major contributors or grantors who made a significant impact on your work. This public recognition helps strengthen relationships and shows gratitude.

**Bonus Thought:** Including photos of events, volunteers in action, or community partnerships adds warmth and helps bring this section to life.

### 7. A Look Forward: Goals for the Future

Your annual report is a reflection of the past year, but it should also point ahead. What's next for your nonprofit? Share upcoming goals, new programs, or areas you hope to expand. This not only excites your supporters but also positions them to continue helping you achieve your mission.

### 8. Call to Action

As you wrap up, don't forget to invite your readers to stay involved. Whether that's through donations, volunteering, or simply staying engaged with your updates, a clear call to action gives them a direct way to continue supporting your mission into the new year.

Creating a great annual report is about more than just compliance—it's about telling your story in a way that inspires your supporters to stay with you on the journey. By focusing on transparency, impact, and gratitude, you'll not only meet the expectations of your stakeholders but also deepen their connection to your cause.

If you want to swap notes or need a second set of eyes, don't hesitate to reach out. We're all learning and growing in this nonprofit space, and sharing insights only makes us stronger!

*"The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss, and have found their way out of the depths.*

*These persons have an appreciation, sensitivity, and an understanding of life that fills them with compassion, gentleness, and a deep loving concern.*

*This is why nonprofit people are so attractive."*

*-Vu Le (via Elisabeth Kubler-Ross)*