



# Nonprofit News

CAPACITY BUILDING

GRANTS / FUNDRAISING

RESOURCES / EDUCATION

VOLUNTEERS / EVENTS

FEBRUARY/ MARCH 2018

Volume 2 - Issue 2



Yuba-Sutter Economic Development Corporation (YSEDC) is committed to assisting our local nonprofits in building capacity, with their programs, and projects. If you wish to submit an article to promote an event, please submit it 10 days prior to our publication date. The next publication will be on or around April 1, 2018. You may submit your articles in microsoft word, pdf, or jpeg formats to Cynthia via email at: [croderick@ysedc.org](mailto:croderick@ysedc.org)

We hope that you will take advantage of this newsletter to build the capacity of your nonprofit organization and market your events.

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## YCCSC

### PUBLIC SECTOR REPRESENTATIVES

District 1 - Richard Webb  
 District 2 - Mike Leahy  
 District 3 - Dizarea Webber  
 District 4 - Andi Crivello  
 District 5 - Randy Fletcher

### PRIVATE SECTOR REPRESENTATIVES

Michael Harris - Vice Chair  
 Steve Duckels - Chair  
 Vernon Kuska  
 Don Schrader  
 John Nicoletti



## Writing a Letter of Inquiry that Funders will Love!

Many foundations request a letter of inquiry (LOI) rather than a full grant proposal. They may use the LOI to determine if they are going to invite an organization to submit a full proposal. Very frequently however, the LOI is all a grant maker may require to make a funding decision, so you definitely want to make this a compelling document.

The letter of inquiry is similar to a full grant proposal except that it is much shorter, generally 2 - 3 pages in length. Your writing style needs to be very tight and focused because you have such little space to include all the relevant information. [READ MORE](#)

## GRANT OPPORTUNITIES

**Safeway Foundation:** Funding Focus: The Safeway and Vons Foundations fund organizations that strengthen the neighborhoods they serve. The support in priority areas: Health and Human Service, Hunger, Youth and Education, Veterans, supporty and inclusion of All Abilities. See full opportunity by clicking on the following link: **Safeway Foundation**



**Mary & Stanley Smith Charitable Trust.** The Trust awards grants to organizations serving the following populations: foster children and youth, military veterans, elders, and people with disabilities. See full opportunity by clicking on the following link: **May & Stanley Smith Trust**

**Strong Foundation:** Focus is on projects located specifically in Northern California. Focus is for environmental and conservation efforts, eco-spirituality, grassroots action, environmental education, capacity building, citizen participation, collaborative efforts, innovative programs, land acquisition, planning and training. See full opportunity by clicking on the following link: **Strong Foundation**

**Lowe's** has two grant programs, Lowe's Toolbox for Education and Lowe's Community Partners. These community improvement projects are high-need projects such as: building renovations/upgrades, grounds improvements, technology upgrades as well as safety improvements. See full opportunity by clicking on the following link: **Lowe's**

**Union Pacific:** Focus for direct services and efforts that build the capacity of organization in their focus areas. Grant opportunity opens April 2, 2018. See full opportunity by clicking on the following link: **Union Pacific**

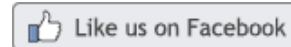
## LOW INCOME REPRESENTATIVES

Alisha Parker  
Lisa Baker  
Marlys Eatmon  
Angelica Bravo  
Angie Gates - Secretary/Treas.

[www.yubacares.org](http://www.yubacares.org)

## UPCOMING BOARD MEETINGS

March 27, 2018  
May 22, 2018



## SCCAA

### PUBLIC SECTOR REPRESENTATIVES

District 1 - Christine Ivory  
District 2 - Kenneth Brooke  
District 3 - Barbara Fasano  
District 4 - Sharon Foote,  
Vice Chair  
District 5 - Lonnie Perez



## Partnerships: Frameworks for Working Together

If you're considering developing a partnership, you should become familiar with what a true partnership entails. There are several key components inherent in most approaches to partnering. Examine your organization and your potential partner's organization with these components in mind:

**Leadership, Common Understanding, Purpose, Culture and Values, Learning and Development, Communication and Performance Management.**

### **FORMING PARTNERSHIPS**

### PRIVATE SECTOR REPRESENTATIVES

Paul Basi, Secretary  
DeeDee Brady, Treasurer  
Tom Reusser  
Malinda Bogdonoff  
Jeff Stephens

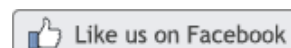
## LOW INCOME REPRESENTATIVES

Jaswinder Sandhu  
Michael Reeves  
Margot Seaton  
Susan Podesta  
Jackie Sillman, Chair

[www.suttercares.org](http://www.suttercares.org)

## UPCOMING BOARD MEETINGS

February 15, 2018  
April 19, 2018





## Strengthen Your Nonprofit with a Strategic Partnership

In their efforts to boost efficiency, nonprofits can have a hard time turning up strategies that don't roll up the budget. What many don't realize is that they don't have to go at it alone. Your nonprofit can address its pain points and enhance its operations by joining forces with another organization in a nonprofit partnership.

Strategic nonprofit partnerships can offer a slew of attractive benefits. From improving outreach efforts to enhancing programs and services, there are many ways that an alliance can help your organization improve its efficacy, impact, and sustainability.

The first step to planning a partnership is to clearly define what you want to get out of it. To help you identify and clarify your organization's needs, here are a few potential ways that a smart nonprofit partnership can be beneficial. [READ MORE](#)



Your organizations invest a tremendous amount of time, money and resources to start and make your nonprofit successful. However, many organizations fail to properly plan and prepare to stay in business following an unforeseen event, such as a disaster. An estimated 25% percent of businesses do not reopen following a major disaster.

You can protect your business/organization by identifying the risks associated with natural and man-made disasters by creating a plan for action should disaster strike. You can get assistance for formulating plans from a number of resources. SBA has numerous tools available for you. Follow the attached link for more information: [SBA Disaster Assistance](#)

## COMMUNITY IMPACT GRANTS!



Local 501(c)3 organizations are invited to apply for a Community Impact grant from Yuba-Sutter-Colusa United Way in one of three different areas of focus. During the past three years, Yuba-Sutter-Colusa United Way has granted \$165,000 in "Healthier Children" grants for area organizations to carry out programs enhancing the health and welfare of children, pre-natal through age 17. Beginning this year, the grant process is open to three areas of focus: Healthier Children; The Aging Population; and Community Homelessness. Grant applications must fund new programs or significantly enhance the number of persons being served under an existing program.

Organizations seeking funding must use the money for programs benefiting clients living in Yuba, Sutter and/or Colusa counties. For the coming year, Community Impact grant funding has been increased to \$85,000, split into five grants to be awarded. Two grants for \$5,000 and three for \$25,000 will be selected. Grant applications may be requested from Yuba-Sutter-Colusa United Way by calling (530) 743-1847 or by email to:

[terry@yscunitedway.org](mailto:terry@yscunitedway.org)


**NOTE: Applications must be requested prior to a potential grantee's attendance at one of two mandatory grant workshops to be held on Tuesday, February 6 at 9:00 a.m. and Wednesday, February 7 at 5:30 p.m. The grant application deadline is March 9, 2018**



The American Red Cross also provides tools and resources through its Ready Rating Program which will assist you with preparing your business for a disaster. Please follow the attached link: [American Red Cross](#)

## UPCOMING FUNDRAISING AND COMMUNITY EVENTS

**Kiwanis Club of Marysville presents**




**Mardi GRAS**  
in April

**Saturday, April 14, 2018**  
6:00 p.m. No-Host Cocktails 7:30 Dinner 9:00 p.m. to Midnight Music and Dancing  
Yuba-Sutter Fairgrounds Main Exhibit Building, 442 Franklin Avenue, Yuba City

**just \$45 per person**

for tickets or information (530) 415-0145 or  
visit us on Facebook or [www.marysvillekiwanis.org](http://www.marysvillekiwanis.org)  
must be 21 or older

 **proceeds benefit the youth of the community**

## 5 METRICS TO MEASURE YOUR NONPROFITS SUCCESS



When gauging your nonprofit's success, relying on gut instinct is foolish. It's necessary to study metrics and see how they change over time. There are several especially worthy measurements that can tell you how your nonprofit stacks up.

### 1. Fundraising Cost Per Dollar Raised

Fundraising is a familiar activity to nonprofits, and there are a huge number of potential ways to get results from donors. However, it's also easy to go overboard and end up with a costly fundraising campaign that didn't generate the desired results.

There are many fundraising metrics you could look at, but one of the easiest ways to check your impact is to compare the amount of money raised with how much you spent to make the campaign happen. Figure that out by dividing the fundraising cost by the amount you raised.

After determining the results for one fundraiser, look at your organization's performance historically and see if there are notable patterns. For example, you might notice that the most expensive fundraiser also generated the most money for your cause.

### 2. Outcomes



*An Elegant Soirée*  
**Golden Anniversary**  
*Wine and Culinary Extravaganza*



*"Celebrating Yuba-Sutter-Colusa United Way's Fifty Years of Excellence"*

**Friday, April 27, 2018**

*Step out for a night of elegance, featuring samplings of premier wines, gourmet hors d'oeuvres, desserts, entertainment, live auction and raffle*

**Showroom Inside Colusa Casino Resort**

*Six Thirty in the Evening  
 \$50 per person*

To purchase tickets call (530) 743-1847  
 or purchase online at [www.yscunitedway.org](http://www.yscunitedway.org)

*All proceeds benefit your local Yuba-Sutter-Colusa United Way*

Answering the question of how well your nonprofit serves its purpose involves looking at outcomes. Then, you'll have a handle on how much or how little your nonprofit impacted your clients or society at large. Evaluating outcomes requires focusing on particular things you're trying to change and studying data to see if goals were met.

If your nonprofit deals with homelessness, you could find out whether the number of homeless people rose, stayed the same or got lower after you launched a coordinated effort to get people into long-term accommodations and off the streets. Make sure to research things thoroughly when looking at an outcomes metric. You may find other factors besides those associated with your nonprofit that caused a negative or positive shift.

### 3. How Your Organization Compares to Similar Entities

Knowing how your nonprofit compares to other, similar organizations is a great way to not only evaluate your own effectiveness, but also get ideas for new success metrics to monitor.

A nonprofit sector survey from BDO recently revealed that 66 percent of nonprofit organizations had a positive net income from the past year. This might be a metric you could monitor within your own organization to determine how you're doing overall, and how those findings compare to other organizations like yours. If you keep track of how the nonprofit sector as a whole is fairing, you'll likely find it easier to evaluate the success of your own organization and identify new steps to take in the future. **READ MORE**

## Announcing



## 7th Annual Banquet, Auction & Raffle Ticket Order Form

"Growing Compassion in the Sutter Yuba Community"

Saturday, February 10, 2018

Yuba Sutter Fairgrounds Main Exhibit Hall, 442 Franklin Ave., Yuba City

Doors Open at 5:00 pm  
Dinner served at 6:00 pm  
Auction & Raffle begin at 7:00 pm  
Dinner catered by Cool Hand Luke's

### PLATINUM PRIZES



Kymco M300 500i 2 Ban Jafac 2 S&W 40 \$1000 Certificate to DeVans

**(Only 125 Tickets Sold with 6 Winners!)**

PRIME RIB, CHICKEN, MASHED POTATOES, PASTA,  
GREEN SALAD AND DINNER ROLL

Tickets can be purchased at:

River Valley Community Bank, 1629 Colusa Hwy, YC  
Circle R Irrigation, 3076 Colusa Hwy, YC  
SWECCO, 2455 Palm Street, Sutter

Tickets can also be purchased online at [www.sutter-yuba-communityfoundation.org](http://www.sutter-yuba-communityfoundation.org)

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_  
Names of Guests \_\_\_\_\_

Qty	Description	Total
_____	Full Table Sponsor @ \$1200	_____ (incl 8 dinner tickets, \$500 in raffle tickets, 16 drink tickets, choice of S&W SD 40 or 9MM handgun or RTIC 45 Cooler or Platinum Packet) (incl 4 dinner tickets, 8 drink tickets, \$250 in raffle tickets)
_____	Half Table Sponsor @ \$500	_____
_____	Single dinner tickets @ \$60	_____
_____	Platinum Package @ \$200	_____ (1 Platinum Prize ticket & \$300 in raffle tickets, only 125 sold)
_____	Raffle Packet @ \$100	_____
_____	Raffle Packet @ \$50	_____
_____	Raffle Packet @ \$20	_____
_____	Gold Donor	_____ (Donation worth \$1,000 or more; includes 4 dinner tickets & entered in Gold Donor drawing for a chance to win a S&W SD 40 handgun)
_____	Silver Donor	_____ (Donation worth \$500-999; includes 2 dinner tickets & entered in Silver Donor drawing for a chance to win a 17 HMR rifle)
_____	Bronze Donor	_____ (Donation of up to \$499)

### TOTALS

### SPONSORS TO PROVIDE BANNER FOR EVENT DISPLAY

Please make checks payable to and mail to:  
Sutter Yuba Community Foundation  
PO Box 3165  
Yuba City, CA 95992

For further information, please contact:  
Virgil Atkinson (530) 845-0935 or  
Mike Ziegenmeyer (530) 682-4201  
Jenni Chesini (530) 301-4179

We are a 501(c)(3) non-profit foundation; our Federal ID number is 61-1533489.

Making a difference today ... for a better tomorrow

## Another Day in the Life of Yuba-Sutter Photo Project

Another  
Day in the Life of  
Yuba-Sutter



A Special Photography Project

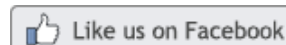
For more information please  
follow this link: [Another Day  
in the Life...](#)



**PLEASE SHARE THIS  
NEWSLETTER ON  
YOUR FACEBOOK  
PAGES AND WITH  
YOUR CONTACTS**

**IT IS THE GOAL OF  
YSEDC TO HELP OUR  
LOCAL NONPROFITS  
BUILD CAPACITY AND  
SUSTAINABILITY!**

For more information please  
visit our website  
[www.ysedc.org](http://www.ysedc.org)





EMPOWER. EDUCATE. ADVOCATE.  
**NORCAL**  
 SERVICES FOR DEAF & HARD OF HEARING

**AMERICAN SIGN LANGUAGE**

**Yuba City Beginning Class**

2/8 • 2/15 • 2/22 • 3/1 • 3/8 • 3/15

**[www.norcalcenter.org/ybcASL](http://www.norcalcenter.org/ybcASL)**  
 Pay Online with PayPal \*sorry no refunds

Thursdays  
**5:30pm - 7:00pm**

**\$25  
 6 weeks**

**Location:**  
 NorCal Services for Deaf & Hard of Hearing  
 1521 Butte House Road Suite B  
 Yuba City, CA 95993

For more information please contact:  
 Carita Payne 530-740-7803 V  
[cpayne@norcalcenter.org](mailto:cpayne@norcalcenter.org) • [www.norcalcenter.org](http://www.norcalcenter.org)



**Seeking Talented Deaf Performers!**  
 Contact: Carita Payne  
 530-740-7803 V [cpayne@norcalcenter.org](mailto:cpayne@norcalcenter.org)

**\$25  
 Per Person**

**6-8pm**  
 Doors open 5:45pm

Pay Online or at Yuba City Office  
 Deadline to buy tickets April 3rd  
 \*Sorry, No Refunds

**[www.norcalcenter.org/talent](http://www.norcalcenter.org/talent)**

**Boyd Hall**  
 1895 Lassen Blvd  
 Yuba City, CA 95993

**NORCAL**  
 SERVICES FOR DEAF & HARD OF HEARING

**NORCAL'S GOT TALENT  
 PLAY & DINNER APRIL 7TH 2018**



*Providing tools, solutions and resources to simplify business.*

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