



Emerging
Community Leaders

SEMINAR 2: THE ROLE OF NONPROFITS IN THE COMMUNITY

heartland

Coca-Cola

BOTTLING COMPANY



Agenda

- Community Questions
- Topic Introduction
- Seminar discussion,
presented by Becca Guyette
- Team Project
- Closing Notes





Emerging
Community Leaders

LindseyCommunities



LAND OF LINCOLN

Legal Aid



UNITED WAY
Champaign County



In 2025, what was the most common need identified in Champaign County and throughout Illinois?

- A) Housing & Shelter
- B) Utilities
- C) Health Care
- D) Transportation



Illinois

In 2025, what was the most common need identified in Champaign County and throughout Illinois?

A) Housing & Shelter

39% of calls in Champaign County (43% of calls in the state) were to seek resources for Housing and Shelter.

B) Utilities (14%)

C) Health Care (3%)

D) Transportation (4%)



Illinois

2-1-1 and United Way

- 2-1-1 connects 99% of the US population to local health and human services, 24/7.
- It is free, confidential, and available in more than 180 languages.
- Supported by United Way with legislative advocacy and local funding
- Study and share data
- Support partner programs addressing top needs



211

Illinois



Emerging
Community Leaders



Becca Guyette

Vice President of Mission Advancement
Lindsey Communities



Emerging
Community Leaders

Why are nonprofits important?

A Review of Nonprofit Impact Matters:

How America's Charitable Nonprofits Strengthen
Communities and Improve Lives

Published by:



National
Council of
Nonprofits

Nonprofits are the building blocks of democracy

A majority of nonprofits are small; 88% have annual budgets under \$500,000

Nonprofits are where Americans come together to solve problems

Create spaces to connect social workers, corporate leaders, educators, and healthcare professionals

Nonprofits are laboratories of leadership

People often learn leadership skills through their volunteer experiences where there is an opportunity to practice professional skills outside of the workplace. (e.g. fledgling attorneys who end up as chairs of nonprofit boards, etc.)

Nonprofits are promoters of civic engagement

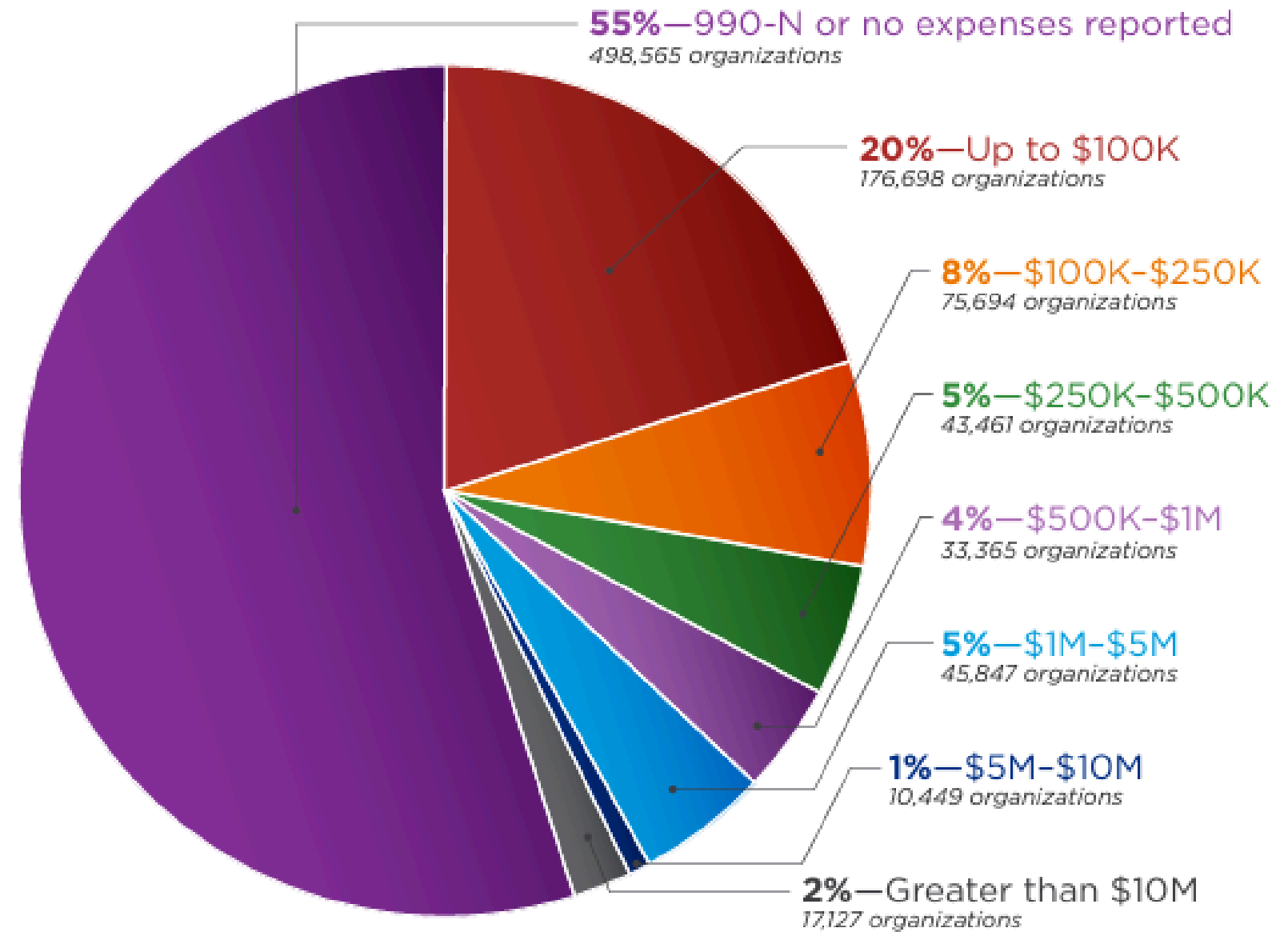
Voter registration and volunteer drives, etc.

Nonprofits are economic engines

- Employ over 12 million Americans
- Of the \$2 trillion spent annually, \$826 billion goes to salaries, benefits and payroll taxes
- It is a growing sector and creates new opportunities, including revenue growth in communities, where economic activity is encouraged

**FACT: Most nonprofits
are relatively small**
88% have annual budgets
under \$500,000

501(c)(3) Charitable Nonprofits by Size (excluding private foundations)



Source: IRS Business Master Files, Revenue Transaction Files, and Form 990/990-EZ/990-N returns processed for fiscal years ending circa 2016 (released June 2018), DataLake Nonprofit Research (datalake.net). This chart covers 901,206 nonprofits that filed informational tax returns with the IRS. Financial information is not available, however, for nonprofits with annual gross receipts normally \$5,000 or less or for many religious groups, which are not required to file such returns. For a full description of the data, see www.NonprofitImpactMatters.org.



Emerging
Community Leaders

Dan Pallotta

The way we think about charity
is dead wrong

TED

https://www.ted.com/talks/dan_pallotta_the



REACTION TO VIDEO

What points stood out?

Do you agree or disagree with Dan?

How does what he says resonate with you?

CHANGING THE WORLD REQUIRES A CHANGE IN THINKING

“Rules” that put nonprofits at a disadvantage:

1. Compensation
2. Advertising and Marketing
3. Taking Risks for New Revenue Ideas
4. Time
5. Profit to Attract Risk Capital

CHANGING THE WORLD REQUIRES A CHANGE IN THINKING

We must understand that:

1. Overhead **IS** a part of the cause
2. Nonprofits need funding to grow and develop additional fundraising

ACTIVITY

How did you grow up thinking of nonprofits? How has that changed as an adult?

What are some quick/early observations from what we've discussed today?

Now that you're more aware of nonprofits' work, what are some ways that you may have benefitted?



UNITED WAY
Champaign County

**Emerging
Community Leaders**

THANK YOU!

heartland

Coca-Cola

BOTTLING COMPANY

TEAM PROJECT ASSIGNMENTS



MEET WITH TEAM

- Introductions
- Determine Project Manager (PM)
- Select Communication Method
- Select meeting time/day preference or determine polling method
- Connect with agency leader and set up a meeting time **before the next seminar**





Emerging
Community Leaders

CLOSING NOTES

Action Items

- Plan volunteer options and track hours
- Set meeting time with agency leader for team project

Group Volunteer Opportunities

- Illinois Marathon, Saturday, April 25
- Power of the Purse, Thursday, May 7

Next Session, “Being an Effective Volunteer”

- Thursday, April 30, Champaign Public Library, Robeson Pavilion A&B





UNITED WAY
Champaign County

**Emerging
Community Leaders**

THANK YOU!

heartland

Coca-Cola

BOTTLING COMPANY