



UNIVERSITY OF  
**ILLINOIS**  
URBANA-CHAMPAIGN

# SEMINAR 2: THE ROLE OF NONPROFITS IN THE COMMUNITY



Emerging  
Community Leaders



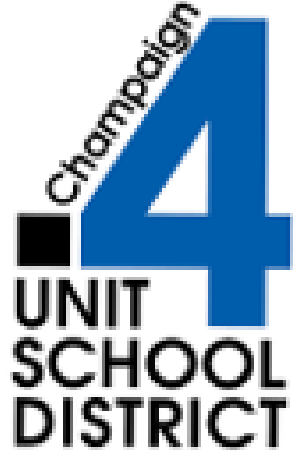
# Agenda

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





Emerging  
Community Leaders



LAND OF LINCOLN

Legal Aid



UNITED WAY  
Champaign County



# Community Questions:

**In 2025, how many contacts were handled by 2-1-1 Illinois for Champaign County?**

- A) 517
- B) 1,546
- C) 2,722
- D) 4,752



Illinois

**In 2025, how many contacts were handled  
by 2-1-1 Illinois for Champaign County?**

**D) 4,752**

In 2026, there have already been 527 contacts handled.



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

**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



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# Rebecca Guyette

Vice President of Mission Advancement  
Lindsey Communities



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# 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**

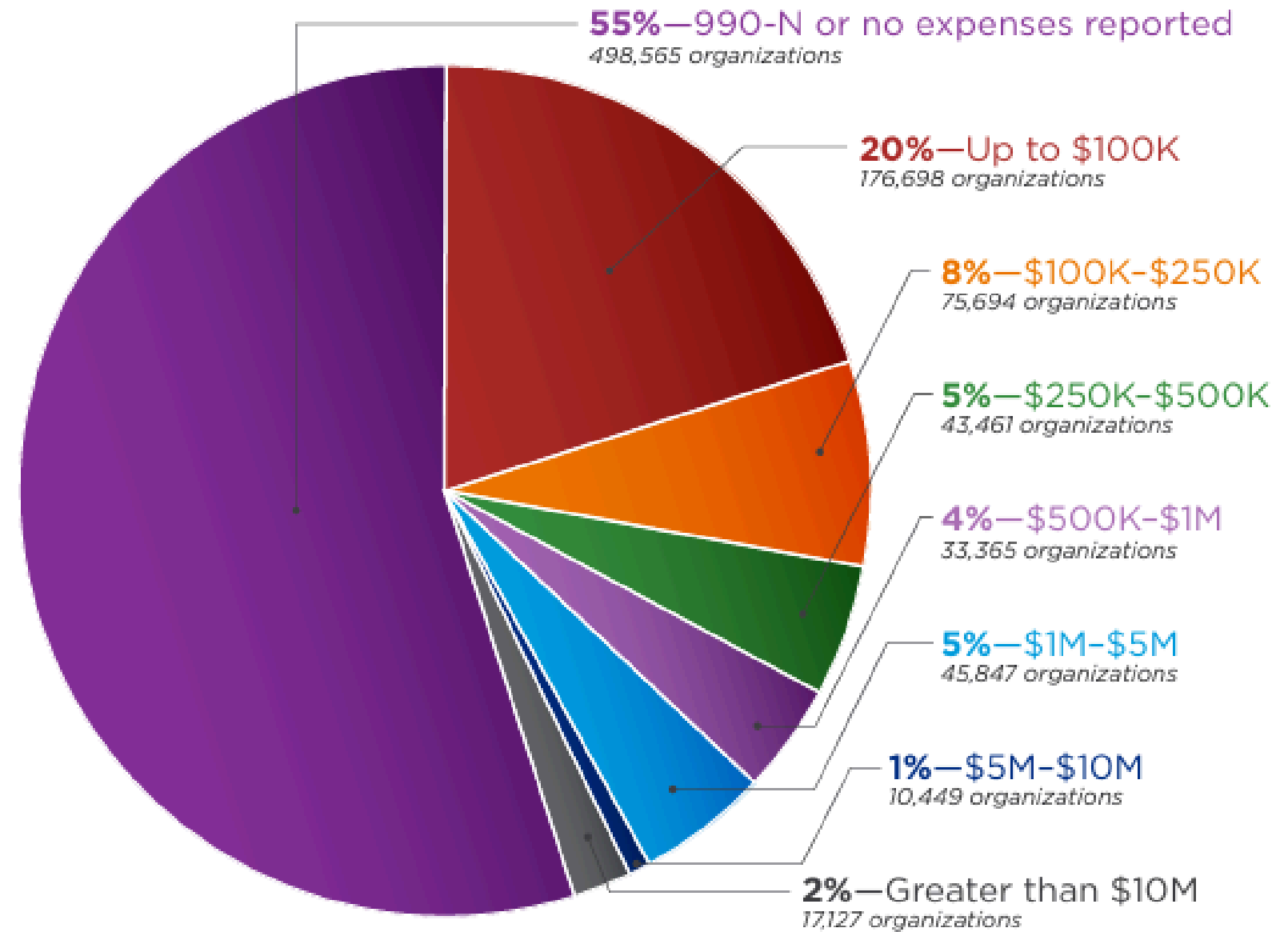
- Employ over 12 million Americans
- Of the \$2 trillion spent annually, \$826 billion goes to salaries, benefits and payroll taxes
- It is a growing sector and creates new opportunities, including revenue growth in communities, where economic activity is encouraged

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



National  
Council of  
**Nonprofits**

## 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](http://www.NonprofitImpactMatters.org).

# Dan Pallotta

The way we think about charity  
is dead wrong

**TED**

[https://www.ted.com/talks/dan\\_pallotta\\_the](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?

# TEAM PROJECT ASSIGNMENTS

1 - Developmental Services Center

2 - Feeding Our Kids



# 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**



# 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, May 7

## Next Session, “Being an Effective Volunteer”

- Tuesday, April 28





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**THANK YOU!**



**UNITED WAY**  
Champaign County

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