

Winter 2013

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Vote with Your Mission Wraps Successful First Campaign



by Leslie Hatamiya
Vote with Your Mission Campaign Coordinator

When I came on board as the Vote with Your Mission campaign coordinator in the spring of 2012, we had a simple yet audacious goal - to get 100% of eligible nonprofit staff, board members, and volunteers to vote in the 2012 elections with the values and ideals that brought them to the nonprofit sector. To participate, all a nonprofit had to do was sign a short pledge agreeing to do two of six voting-related activities. We set up a website, drafted some materials, and got the word out.

Then Vote with Your Mission took on a life of its own.

Nearly 200 California nonprofits signed up, reflecting the diversity of California's nonprofit community in terms of geography, size, community served, and type of services offered.

From the Sequoia Park Zoo Foundation in Eureka to the Latino Arts Network in Pasadena, from the Hughson Family Resource Center in the Central Valley to Housing Resource Center of Monterey County, and from the Volunteer Center of Sonoma County to the United Ways of California, nonprofits across California began to incorporate voter engagement into their activities.

Vote with Your Mission posters decorated the San Francisco Food Bank's offices. Five Acres' website explained how to vote with the organization's

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CEO's Message Our Expanded Vision for 2013

I'm really excited about what CalNonprofits will be doing in 2013! Here's what to look for in the coming year (and we're thinking up new stuff every day):



by Jan Masaoka
CalNonprofits, CEO

- * Live interview call-in show with California legislators, policymakers, foundation leaders, and nonprofit leaders: California Nonprofits & Philanthropy LIVE (they'll also be recorded as podcasts).
- * Monthly webinars on how you can get the most value out of your CalNonprofits membership – with our new Membership Director Matt Brown
- * Annual Convention in the fall in San Francisco

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**We connect you
to our community**

Sign up for our email newsletter.
www.calnonprofits.org/newsletter

Welcome the Newest CalNonprofits Members

LeaderSpring
Bharti Sudan, CPA, Inc
Riverside Community Health Foundation
California Arts Advocates
Real Estate Appraisers Association
Tree Musketeers
Center for the Pacific Asian Family
The Learning Garden
Hometown Community Development Corp
Women's History Channel
Physicians for a National Health Program California
Catherine Marshall
Patty Oertel
Compassion Planet
Chinatown Service Center
San Luis Obispo Child Abuse Prevention Council
SF Bay Area Affiliate of Susan G Komen for the Cure
Leading From Within
Here to Serve
ISU Insurance Services of San Francisco
Riverside King Band and Color Guard Boosters
Catholic Big Brothers Big Sisters, Inc
Worldreader.org
Elisa Callow
Adelante IT Careers, Inc.
Columbia Business School Alumni Club of the Bay Area
Transformational Strategies
Makoto Dojo - School of Aikido Inc.
North Bay Operation Hand Up
Supahan Consulting Group
Slack Consulting Group
Bosana Foundation
NCI Affiliates, Inc.
Bilingual Family Counseling Service
Central Asia Children and Family Services
Tenderloin Neighborhood Development Corporation
The Beatitudes Society
Los Angeles Center for Law and Justice
OC Human Relations
The Mattel Toy Store
Foundation for Fresno County Public Library
Asian American Recovery Services
Good Seed Church of God in Christ, Inc.
Encampment for Citizenship
Pharmacy & Health Sciences Foundation
Dress for Success Bakersfield
Guadalupe-Nipomo Dunes Center
Youth Speak Collective
Sterling Infosystems
Alternative Technologies
Alternative Technologies
Conflict Solution Center of Santa Barbara County
Asian Pacific Policy and Planning Council
Grandview Foundation, Inc.
Northern California Grantmakers
Miller's Care Facility, Inc.
Spirit Awakening Foundation
Spirit Awakening Foundation
Thrive - Santa Barbara
Fiscal Management Associates, LLC
Centinela Youth Services, Inc.
John Muir Geotourism Center
Esteem Communication Outreach
Leah's Pantry
Healthy Cooking with Kids, Inc.
Senhoa
WARD Economic Development Corporation
WARD Economic Development Corporation
VIS Consulting
The Wallace Alexander Gerbode Foundation
Plant A Seed
TechSoup Global
The Wallace Alexander Gerbode Foundation
Larsens, Inc.
Navigating Cancer Survivorship
Association of California Symphony Orchestras
Berkeley Community Health Project
AMEND USA
Rick Bowers, CPA

CEO's Message — *continued from page 1*

- * Town Halls/Briefings in three other California cities
(Want to be one of them? Let us know!)
- * Board trainings available to member nonprofits on board roles and responsibilities in legal oversight, revenue generation, and public policy
- * New and better online job bank . . . job postings free to members
- * Online bill and issue tracking – with our new Policy Director
Kris Lev-Twombly
- * A health reform initiative for nonprofits-as-employers

And if I can take just a minute to recap what we accomplished in 2012 that established the platform for what we'll be able to do next year:

- * A new CEO, new staff, a new office, new board members . . .
a new beginning
- * Our first convention in four years – a smash success in Los Angeles
- * New logo, website, acronym (remember: we're still California Association of Nonprofits, but now we say "CalNonprofits" as our acronym)
- * Vote with Your Mission campaign: see the report in this issue for highlights
- * 22 meetings around the state where I've been able to talk with nonprofits about issues concerning them and our shared values and goals

And maybe best of all: the encouragement and high fives from so, so many in the California nonprofit community to see our organization back on the map, so many folks suggesting partnerships to us, so many opportunities for us to add value to the astounding work that California nonprofits do. Whoo!

Jan Masaoka
janm@calnonprofits.org

P.S. As a former nonprofit CFO myself, I'm especially happy with our new member benefit of access and discounts to the seminars of the California Society of CPAs. Many of these aren't available to the public at all, and there aren't many opportunities for nonprofit finance folks to learn.



Matt Brown editor
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California Association of Nonprofits (CalNonprofits)
180 Howard Street, Suite 300, San Francisco, CA 94105
1107 Ninth St., Suite 300, Sacramento, CA 95814
800.776.4226 • www.calnonprofits.org

STAFF
Jan Masaoka, CEO
Matt Brown, Membership and
Communications Director
Edan Enriquez, Executive
Assistant/Project Manager
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Meet the New CalNonprofits Staff

CalNonprofits is happy to announce the addition of two new staff members, Kris Lev-Twombly, Director of Public Policy, and Matt Brown, Director of Membership and Communications.



Kris Lev-Twombly
CalNonprofits Director
of Public Policy

Kris Lev-Twombly comes to CalNonprofits with a wealth of experience in policy advocacy and nonprofit management. As Director of Public Policy, Kris brings the voice of California's nonprofit sector to state and federal public policy. Kris is working on how the state budget impacts California nonprofits and building the CalNonprofit advocacy caucus, a network of nonprofit organizations and advocates representing the diversity of California's nonprofit sector. Kris monitors and lobbies on tax policy, corporate law, state budget, and other sector-wide issues.

(Email Kris at krisl@calnonprofits.org)

Matt Brown has spent years running communications departments for nonprofits both in the environmental and human rights advocacy sectors. In his role as Membership Director, he will handle all aspects of our member relations including recruiting new members, dealing with vendors to make sure members get the best benefit package, and organizing events that bring nonprofits together. On the communications side, Matt will produce our materials including our Buzz newsletter and raise the organization's profile in the media.

(Email Matt at mattb@calnonprofits.org)



Matt Brown
CalNonprofits Director
of Membership and
Communications



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A Look at Health Care Reform: 2013 & Beyond



by Meredith Clark
President & CEO,
CAN Insurance
Services

As the third year of health care reform approaches, employers will continue to see more administrative requirements and changes to their employer-sponsored health plans. The reform has already expanded coverage of young adults by allowing them to stay on their parents' plans until they turn 26, eliminated lifetime limits on what insurance will cover, restricted the profits carriers can earn, and expanded access to free preventative care for the insured. Many of the guidelines and clarifications are just now being passed down by the Department of Health and Human Services, and it's important that all nonprofit employers stay aware of the new provisions or risk stiff penalties.

This Year

Although the law's main parts will take effect in 2014, including the mandate to buy insurance and the expansion of Medicaid, here are a few new requirements in 2013 that employers need to keep in mind:

- **W-2s:** If you issued more than 250 W-2 forms in 2011, you'll need to report the cost of each of your employees' health care cost on the W-2s you issue this January 31st (for wages paid in 2012).
- **Insurance Summaries:** New 4-page, double-sided summaries of benefits must be provided to employees at specified times. It's the insurance company's responsibility to create the summaries but it's the employer's responsibility to make sure they are distributed to new and continuing employees at the correct times.
- **Flexible Spending Account Limits:** At the time of your FSA plan renewal in 2013, contributions for medical expenses will be limited to \$2,500 per year. Prior to this change, there were no limits to FSA contributions.
- **Notice of Exchange:** On March 1st, all employers will be required to provide notices to their employees informing them of the existence of California's new health exchange.

2014 & Beyond

While you may be saying "ho hum" and yawning at this year's new responsibilities, the big changes of the reform will happen next year. The mandate requiring individuals to have health insurance, either through an employer, the government or purchasing their own policy, has been all over the media. But there's also a much less understood employer mandate that is going to affect many nonprofits. Beginning in 2014 all employers with 50 or more

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Beginning in 2014, all employers with 50 or more full time equivalent employees will be required to provide "qualifying" health insurance to their employees or face a stiff penalty.

full time equivalent employees will be required to provide “qualifying” health insurance to their employees or face a stiff penalty. Employers must count part-time and seasonal workers in their head counts, so if you’re anywhere close to 50 employees, you may fall under the new mandate.

To promote competition among health insurers and hopefully drive down rates, California will open its first state-run health exchange called California Covered. Many Californians are under the misconception that the state is going to become an insurer and actually provide low cost insurance. Instead, the state’s exchange will act as a marketplace where individuals and small employers can access health insurance through companies such as Kaiser, Aetna, Blue Shield and HealthNet. California has already heavily invested in the development of the exchange and this year the exchange plans on spending nearly \$90 million in a media blitz to market the exchange. The public relations plan mentions “a number of popular television programs such as ‘Grey’s Anatomy,’ ‘Modern Family,’ ‘The Biggest Loser,’ ‘Dr. Oz’ and others will be approached and pitched to incorporate story lines or make mention of health care reform that would reinforce campaign messages.”

The biggest expectation of health care reform is that it will make health insurance more affordable, for both individuals and employers. In fact, this is how the bill was originally sold to Congress, even going as far as to include it in the name - the Patient Protection and Affordable Care Act (ACA). But now that the dust is settling, most experts are starting to agree that reform is more likely to drive premiums higher...at least in the short run. Even HHS is concerned about the impact on prices and says it may delay some of the bill’s requirements to prevent a spike in prices. But they haven’t indicated yet which ones. Many unknowns are still looming on the horizon, especially the biggest concern, “if young, healthy consumers pay a penalty, rather than buy insurance, will prices go up for everyone else?” By this time next year, at least some of our questions will have answers.

Many Californians are under the misconception that the state is going to become an insurer and actually provide low cost insurance.

You’re Invited



2013 Nonprofit Conference on HR & Risk Management

Join us on April 16, 2013 at the Marriott-Burbank Airport for a lively one-day conference. We will have dynamic and educational workshops focused on HR and Risk Management and our keynote presenter will be Jon Wolske, Cultural Evangelist from Zappos Insights. This informative and exciting conference will also provide networking opportunities and fun raffle prizes.

Register at www.caninsurance.org



Vote with Your Mission

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Simplicity was a key to Vote with Your Mission's success.

mission (to strengthen families and prevent child abuse through treatment and education in Los Angeles County). YNPN (Young Nonprofit Professionals Network) of San Diego used Facebook to encourage their members to vote.

CompassPoint Nonprofit Services promoted Vote with Your Mission at its nonprofit training workshops. The Legal Aid Association of California urged its member legal services organizations to join the campaign. Philanthropic leaders Southern California Grantmakers, San Diego Grantmakers and Northern California Grantmakers signed on to Vote with Your Mission to demonstrate the power of the nonprofit community at the ballot box.

As I reflect on the past seven months, a few individual stories highlight how Vote with Your Mission made a difference this election season.

For Marin Grassroots, Vote with Your Mission became a focal point for the organization's fall activities. "We not only discussed the importance and the process of voting at our staff meetings and community events during the months of September and October, but we also motivated and supported other organizations to do the same," said Ericka Erickson, Marin Grassroots' associate director.

The social justice organization displayed voter registration cards at its offices, conducted voter registration drives at high foot traffic locations, and hosted non-partisan voter education events. Partnering with ally organizations, Marin Grassroots ultimately registered 583 voters and contacted about 3,000 voters in Marin County during the fall 2012 election season.

For Rodney Clark, the executive director of Safe Alternatives to Violent Environments (SAVE), CalNonprofits' Vote with Your Mission was a "powerful tool" – not just to encourage his organization's staff, volunteers, and clients to vote in the November 6 Presidential election, but also to empower the East Bay domestic violence nonprofit to become involved in the political process.

Like many nonprofit executives, Rodney incorrectly assumed that his tax-exempt organization should avoid any form of political activity. But after hearing about Vote with Your Mission, he read the campaign's "Legal Frequently Asked Questions" document and learned that 501(c)(3) public charities may conduct non-partisan voter registration and education activities.

Moreover, Rodney realized that he had long held a misconception that nonprofits were prohibited from all lobbying activity. Indeed, nonprofits can take positions on ballot measures so long as they comply with applicable rules on legislative lobbying, he learned as a result of Vote with Your Mission. And when the local hospital asked SAVE to support a bond measure on the ballot, Rodney

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Vote with Your Mission

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explained to his board of directors that supporting the bond measure would be in the best interests of the organization's work and clients. The board ultimately agreed to endorse the ballot initiative.

For the League of Women Voters of Los Angeles (LWVLA), Vote with Your Mission was like "second nature." According to Executive Director Raquel Beltran, "The League lives for the goals of Vote with Your Mission." Registering and educating voters is "what we do year after year."

Although the League is already well known for its civic engagement activities, Raquel believed that it was important for LWVLA to officially sign on to Vote with Your Mission to demonstrate support for the campaign. In addition, Vote with Your Mission appealed to her as a "simple, not overwhelming," way to get organizations that don't normally become engaged in elections to do so.

That simplicity was a key to Vote with Your Mission's success. We wanted to make it easy for nonprofits to get involved and explore how voting is relevant to their work and missions. We wanted folks to see that voting is an important extension of their efforts to improve California and the world for all of us.

Through Vote with Your Mission, tens of thousands of nonprofit staff and volunteers heard our plea to vote in 2012. And we succeeded in encouraging more people to vote with the values and ideals that inform their nonprofit work.

In our survey right after the November 6 election, the results were extremely encouraging. Of those responding, 57% said Vote with Your Mission stirred up interest in the election among staff and volunteers, and 46% said the campaign stimulated discussion about the candidates and propositions on the ballot, exposed staff and volunteers to voter education materials to help them become more informed voters, and generated discussion about how voter engagement and advocacy work is relevant to their organization's mission. An overwhelming 94% of respondents said that their organizations had a positive experience with Vote with Your Mission, and none characterized her experience as negative.

CalNonprofits will launch the 2013 version of Vote with Your Mission this spring, focusing on state and local elections. We will build on the things that worked well in 2012 and tweak those that need improvement. In particular, we'll cast an even wider net to get more California nonprofits involved and look at how we can more effectively use social media. We look forward to your participation in 2013 and beyond.



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\$50 for members • \$100 for non-members

*Because capacity is limited to 300, registration will
be limited to 2 attendees per organization*