

WHAT DONORS LOOK FOR IN NONPROFIT FINANCIALS



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BOARD DUTIES

- 1. Ensure Legal & Ethical Integrity
- 2. Build a Competent Board



- 3. Determine Mission & Purpose; Ensure Effective Planning; Monitor & Strengthen Programs & Services
- 4. Protect Assets & Provide Financial Oversight
 - **Ensure Adequate Financial Resources**
- 6. Enhance the Organization's Public Standing
- 7. Select, Support & Evaluate the Chief Executive

BoardSource, https://boardsource.org/ Washington DC

OVERVIEW: TODAY'S DISCUSSION AREAS

- What do major donors look for when considering a major gift to a nonprofit?
 - How do we define a "major" gift donor? How much money are we talking about?
 - What's most important to major donors?
 - How do major donors discern the financial health of a nonprofit?
 - What's important to donors when it comes to efficiency ratios, revenue & expense trends, & evidence of financial stability? How much is "too rich to give to" & "too poor to give to" ?
 - How much in operating reserve should a nonprofit have? Too rich/too poor?
 - If a nonprofit has an endowment, do donors see that as 'too rich', so they won't give?

What should the Board pay attention to in a nonprofit's annual audit & IRS 990 filing?

- What should Boards focus on?
- What do donors look for in our IRS990 filings, especially online at GuideStar by Candid?
- How can we monitor, correct, and improve our nonprofit's GuideStar by Candid data?



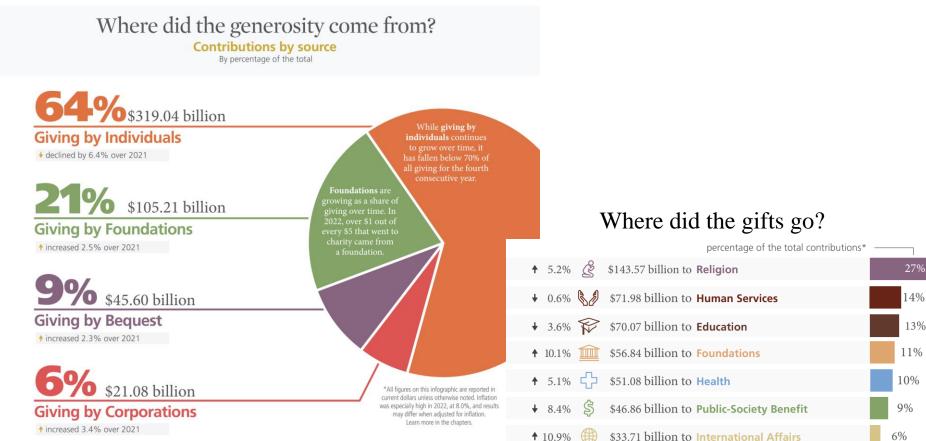
According to Giving USA, total giving was \$499.33 billion in 2022. (10.5% decline from 2021 when adjusted for inflation)



5%

3%

2%



▲ 2.9%

♦ 0.6%

♦ 1.6%

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\$24.67 billion to Arts, Culture, and Humanities

\$16.10 billion to Environment/Animals

\$12.98 billion to Individuals

change in comparison to total raised in 2021

WHAT DO MAJOR DONORS LOOK AT WHEN CONSIDERING A GIFT?



Endorsements/Opinions Compare with Other Nonprofits Other Program Donors Legal Status & Legitimacy Mission, Leaders Cause **Financials** Past Performance **Expected** Impact 0% 20% 40% 60% 80% 100%

@50% of major donors admit they really don't know how nonprofits use their money.

https://learn.guidestar.org/give-to-charity/money-for-good

Level 1: Basic Compliance 501(c)(3) in good standing

- Level 2: Performance*
- Constituents served
- Organizational mission, vision, major programs
- Performance track record, evaluation & outcomes
- Relationships, partners & networks
- Governance & executive leadership
- External communications
- Financial health

*Sources: Site Visits Media/PR/Communications Community & Nonprofit Sector Feedback Audit – IRS 990 - GuideStar





KEY INTERNAL FINANCIAL CONTROLS

What checks and balances will prevent unauthorized spending and fraud? Evaluate checks and balances by testing whether procedures are followed.

SPENDING LIMITS	Met	Exception	Notes
Checks <u>></u> \$xx,000 have double signatures			
EFT/ACH transactions signed by authorized signers			
ACH transfer matches bank routing number and account number. Crosscheck originating documents to ensure accounts and amount debited match partner agency accounts			
SEPARATION OF DUTIES			
Check Signer/EFT initiator cannot be Payee			
PROPER DOCUMENTATION			
Investigate unusual transactions			
Choose five invoices - trace & verify			
Available supporting documents attached			
Invoice/payment reasonable and accurate			
Goods/services have been received			
Approved and initialed/signed by authorized bank signer(s)			
Payment appropriate if no invoice/receipt exists			
Items posted to proper expense account			
Challenge alterations/white-out			
Reconciliation and recordkeeping consistent			
Bank accounts reconciled monthly, irrespective of absence of transactions			
Bank statements signed by opener			
Any checks outstanding > three months			
Voided checks kept on file			
Pre-numbered checks used in sequence and location known			
Account balances reconcile with financial reports		(
PHYSICAL PROTECTION OF ASSETS			ernal htrols
Storage of checks and credit card information secure		(0)	M
TAX FILING/FINANCIAL REPORTING			
Payroll tax filing timely: local, state & federal agencies			



AUDIT CHECKLIST



Consider: How engaged is the board? How is diligence demonstrated?

IRS view of "presumption of reasonableness" re: compensation policy

Minutes for all committees kept on file

YEARLY ESSENTIAL		
FEDERAL REQUIREMENTS	Met	Needs Work
Compliance with IRS requirements to maintain exempt status		
No private inurement		
No political lobbying/campaigning		
Provide disclosure of financial information upon request (IRS 990 & tax exemption letter)		
Provide substantiation for charitable contributions with federal tax disclosure		
File IRS Form 990 by due date: 15 th day of fifth month after close of fiscal year; may file extension		
Ø Expenses properly allocated between management & general, fundraising & program		
Ø Form 990 signed before filing (common filing error)		
Ø Persons employed as contractors meet federal requirements. Form W-9 filed		
1099s issued as required		
Ø Compliance with USA PATRIOT Act of 2001		
Documentation kept on file		
Ø Compliance with payroll withholding tax laws		
Ø Written Policies for: Code of Ethics & Conflict of Interest Disclosures for board and personnel		
Whistleblower Protection for personnel		
PENNSYLVANIA REQUIREMENTS	Met	Needs Work
Compliance with Pennsylvania's requirements for charitable organizations		
Ø Bureau of Charitable Organizations registration filed yearly by deadline		
Ø On every printed solicitation, written confirmation, receipt and reminder of contribution, the following statement must be conspicuously printed verbatim: "The official registration and financial information of <u>NPO</u> may be obtained from the PA Department of State by calling toll free, within PA, 1 (800) 732-0999. Registration does not imply endorsement."		
Ø Includes the following disclosures at point of solicitation:		
Legal name as registered and location		
Full, fair description of charitable purpose(s) & source of available written information		



AUDIT CHECKLIST, p.2

OPERATIONS	Met	Needs Work
Ø Follows accounting practices which conform to accepted standards, including use of accrual basis		
Ø Annual operating budget including income and expenditure developed		
Budget reviewed and approved by board		
Budget adjusted to changes during year		
Income & expenditures compared against budget at regular, frequent intervals		
Ø Suitable insurance coverage to ensure appropriate levels and types in place		
Coverage periodically reviewed		
Employees, board, volunteers handling funds bonded to help assure safeguarding of assets		
Ø Safeguards for computerized data and software		
Credit card account (donors) storage		
Where are backups?		
NCOME/EXPENDITURES	Met	Needs Wor
Ø Funds deposited promptly into organization's bank account		
Ø Regular reconciliations against receivables		
Ø Written policy regarding write-off of receivables		
Ø Monies used for express purpose received		
Ø Expenditures tracked in open and transparent manner		
Ø Monies deposited in bank in secure manner		
AUDITOR	Met	Needs Worl
Ø Board responsible to solicit bids, interview auditors, and hire an auditor		
Ø Annual, independent audit of financial statements by certified public accountant		
Ø Conflict of interest between audit firm and organization: any non-audit services?		
Ø Audit-firm lead partners rotated when deemed necessary		
Ø Auditor meet with board without a member of management present		
Ø Auditor submits management letter with recommendations to improve financial operations		
Ø Board reviews and approves IRS 990, audit, and management letter		
Ø Board & staff institute any necessary changes		
Ø Audit or annual report with financial statements available to anyone interested		



AUDIT CHECKLIST, p.3



YEARLY RECOMMENDED, con't

OPERATIONS	Met	Needs Work
Ø All donations acknowledged by written receipt		
Ø Mail opened at earliest opportunity and donation receipt recorded immediately		
Ø Cash payments kept to a minimum or nonexistent		
Ø Record keeping sufficient to show receipt and cost accurately		
Ø Is there a register for all bank accounts?		
Ø Bank accounts in the name of organization and not individuals		
Ø Are credit cards held? What are limits and who is authorized to use them?		
Ø Donations for restricted funds properly recorded and held for intended purpose		
Ø Adequate system of internal control; monitored effectively?		
RECORDS	Met	Needs Work
Ø Donor records kept as basis for donor acknowledgments for contributions		
Ø If goods or services provided, receipt informs donor of federal tax implication		
BUDGET	Met	Needs Work
Ø Cash flow forecasts prepared for year and updated at regular, frequent intervals		
Ø Document staff time to allocate management/general, fundraising & program expenses		
POLICY	Met	Needs Work
Ø Written investment policy		
Ø Written fiscal policy and procedures manual		
Is policy followed?		
Includes never signing blank checks		
Authority levels to place orders over a certain amount		
Ø Written document-retention policy		
Includes electronic files and voicemail		
Ø Established plan identifying actions in event of funding reduction/loss		
Ø Documented internal controls, ie: handling cash & deposits, approval of spending & disbursements		
Ø Reserve to cover at least three months of operating expenses policy agreement?		



AUDIT CHECKLIST, p.4



YEARLY RECOMMENDED, con't

FIXED ASSETS	Met	Needs Work
Ø Review of fixed assets schedule and depreciation		
Ø Detailed records of property and equipment		
Includes date acquired, description, cost or FMV at date of acquisition		
Ø Physical inventory taken year-end		
Ø Has property/equipment been reconciled to insurance coverage?		
Ø Are capital needs are reviewed at least annually and priorities established?		
EMPLOYEES/PERSONNEL	Met	Needs Work
Ø Staff has current contracts, if applicable, and written job description		
Ø Staff policies/procedures, including grievance procedure, in place & up-to-date		
Ø Personnel files maintained; kept separately from wage records and secured		
W-4, performance appraisals, Immigration I-9 form		
Ø Staff paid by check or funds transfer		
Ø Wage/salary increases properly authorized and documented in employee file/folder		
ADDITIONAL TO STRENGTHEN ORGANIZATIONAL ACTIVITIES		
Training for board and staff on relevant topics; all encouraged to participate		
Organizations with cash handling, petty cash account, or debt (mortgages or notes) require further audit checks		







WHY IS AN IRS 990 IMPORTANT TO THE BOARD?

- 1. What is an IRS 990?
- 2. What is the **Board's responsibility** for the 990?
- 3. What **information** is contained in the 990?
- 4. What **changes** can the nonprofit organization make as a result of the information contained in the 990?
- 5. Where is our nonprofit organization's 990?
- 6. Who uses the 990? For what?
- 7. What do **donors** look for in our 990, especially online?
- How does GuideStar by Candid get our 990?
 Why does GuideStar post our 990 online?
 Can anyone see our 990 online at GuideStar?
- How can we monitor, correct & improve our nonprofit's GuideStar data online? <u>https://www.GuideStar.org/</u>







How does it relate to the audit?IRS FORM 990 AREASWhat is the IRS 990 used for?What is the Board's responsibility for 990 contents & filing?

- Program Service Accomplishments
 - Defines the mission of the nonprofit organization and its impact
- Reporting on Key Managers and Compensation
 - Allows for comparison of similar npos' salary and compensation levels
- Governance Reporting and Policies
 - Defines what policies are required, and how they should be documented. Answers the IRS definition of **good governance**
- Disclosures 990 Schedules
 - Sch A Describes how the npo is tax exempt and verifies public support % over time
 - Sch B List of contributors (names blocked out) indicates diverse community support
 - Sch D Detail of financial information, reconciling between the 990 and financial statements
 - Other schedules Grants, non-cash contributions
- Financial Information
 - Overall: use historical information to identify trends & plan for future operations
 - Revenue Sources
 - Functional Expenses
 - Balance Sheet





Part X—Balance Sheet

How financially stable is the nonprofit?

• Is an adequate (or excessive?) proportion of cash (line 1) being kept in non-interest bearing accounts?

• Are resources being diverted from program service activities to related party loans (lines 5 and 6)?

• Is oversight being exercised over related party loans to ensure adequate collateral, interest, timely repayment, etc.?

- Are notes and loans receivable (line 7) adequately collateralized and monitored for timely repayment?
- Does an increase, if any, in accounts payable or accrued expenses (line
- 17) during the year suggest potential cash flow problems?

Part XII—Financial Statements and Reporting

Explains the level of involvement by an independent accountant. Explains the reporting required for any audits required for nonprofits that receive federal grants under the Single Audit Act and OMB Circular A-133.

•If the nonprofit does not have an independent audit (line 2b), are its financial resources sufficiently large to make an independent audit prudent?

•If audited, do the auditors report to the group responsible for overseeing the financial reporting process (such as an audit or finance committee or a governing board)?

Schedule A—Public Charity Status and Public Support

Indicates a nonprofit's reason for public charity status (i.e., why it is not a private foundation) and to provide the IRS with detailed information about its sources of financial support.

•Does the data (Part II Section C or Part III Sections C and D) indicate that the organization is in danger of being tipped into private foundation status, rather than remaining a public charity?

O Grant Thornton

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Schedule C—Political Campaign and Lobbying Activities

501(c)(3) nonprofits are prohibited from participating in a political campaign & are subject to limitations on their lobbying activities. They can, however, advocate.

• If exempt under Section 501(c)(3), are policies followed to prevent participation in a political campaign that could jeopardize tax-exempt status?

• If the nonprofit is a Section 501(c) (3) entity that is eligible to make the lobbying expenditure election but has not, should it do so to minimize the likelihood that exempt status will be lost because of excessive lobbying (see Part II-A)?

Schedule J—Compensation Information

The compensation information required in Schedule J is much more detailed than that required in Form 990 Part VII. Review Schedule J to discern evidence of waste, extravagance and financial abuse.

•If any box on line 1a is checked, is the economic benefit warranted or should it be re-examined?

• Does the nonprofit require strict accountability for expense reimbursements to prevent abuse (lines 1b and 2)?

•Is the nonprofit setting compensation based on one or more methods indicated by the box descriptions for line 3? (Note: The more boxes, the better.)

•If any of the questions on lines 4 through 8 are answered "Yes," do the indicated transactions suggest that changes should be made in non-fixed compensation arrangements to avoid windfall payouts?

Schedule L—Transactions with Interested Persons

Financial arrangements between the nonprofit and disqualified persons or other interested persons.

Did the organization consider all direct or indirect transactions or relationships that may require disclosure? (See Part IV questions 25 through 28.)
Are business transactions with interested persons fully disclosed, including the amount, nature of the transaction, and relationship with the nonprofit, management and board?

Schedule O—Supplemental Information

Is the 990 review process fully described?

•Does the nonprofit describe how public documents (Forms 990, 990-T, if applicable, and 1023) are made available for public inspection (website, office, GuideStar, etc.)?



GUIDESTAR by Candid. TRANSPARENCY: EACH NONPROFIT'S IRS 990 DATA IS ONLINE https://www.GuideStar.org/





Where Do Donors See & Use GuideStar Nonprofit Profile Info? □ Facebook JustGive Network for Good VolunteerMatch SalesForce.org □ All major U.S.-based donor-advised funds, such as Vanguard, Fidelity Charitable, etc. □ 70,000+ private foundations □ 800+ community foundations



Go online. Look up your own npo & compare to others https://www.GuideStar.org/ info@chescocf.org 23Mathilda!

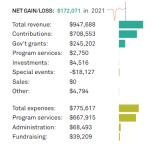
Financials

WEST CHESTER AREA SENIOR CENTER Fiscal vear: Jul 01 - Jun 30

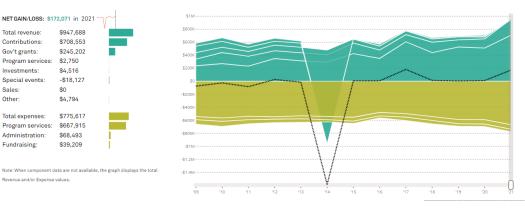


Yes, financials were audited by an independent accountant.

Revenue vs. expenses: 2021 breakdown SOURCE: IRS Form 990 ()



Revenue and/or Expense values







Liquidity in 2021 o SOURCE: IRS Form 990

4.91

Average of 13.04 over 10 years



Funding sources 0 Source: IRS Form 990



Months of cash in 2021 0 SOURCE: IRS Form 990

Average of 8.5 over 10 years

8.9

Contributions, Gifts, Grants

Other: Investments, rents, fundraising

Program Service Revenue

Miscellaneous

Fringe rate in 2021 • SOURCE: IRS Form 990

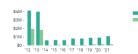
25%

Average of 27% over 10 years



Assets & liabilities 0

Source: IRS Form 990



Accets \$1,069,176 Liabilities \$113,961

Go online. Look up your own npo & compare to others



GUIDESTAR[®]

by **Candid**.



WEST CHESTER AREA SENIOR CENTER

Financial trends analysis

Fiscal Year: Jul 01 - Jun 30 SOURCE: IRS Form 990

This snapshot of WEST CHESTER AREA SENIOR CENTER's financial trends applies Nonprofit Finance Fund® analysis to data hosted by GuideStar. While it highlights the data that matter most, remember that context is key – numbers only tell part of any story.



Fiscal year: Jul 01 - Jun 30

🖻 View full report 🛛 🔂 Download data

Business model indicators

Profitability 🜒	2017	2018	2019	2020	202
Unrestricted surplus (deficit) before depreciation	\$212,484	-\$34,876	\$39,428	\$14,129	\$195,463
As % of expenses	35.7%	-5.4%	5.8%	2.1%	26.0%
Unrestricted surplus (deficit) after depreciation	\$203,617	-\$48,688	\$29,541	-\$6,516	\$172,248
As % of expenses	33.7%	-7.4%	4.3%	-0.9%	22.2%
Revenue composition 🌒					
Total revenue (unrestricted & restricted)	\$785,796	\$668,804	\$696,153	\$706,235	\$947,688
Total revenue, % change over prior year	37.9%	-14.9%	4.1%	1.4%	34.2%
Program services revenue	7.4%	7.5%	6.6%	4.1%	0.3%
Membership dues	2.4%	2.6%	2.7%	1.6%	0.1%
Investment income	0.1%	0.1%	0.1%	0.5%	0.1%
Government grants	14.0%	23.9%	15.8%	20.1%	25.9%
All other grants and contributions	76.2%	65.9%	74.8%	73.1%	72.89
Other revenue	0.0%	0.0%	0.1%	0.6%	0.9%
Expense composition 🕚					
Total expenses before depreciation	\$594,584	\$641,346	\$680,806	\$674,612	\$752,402
Total expenses, % change over prior year	6.4%	7.9%	6.2%	-0.9%	11.5%
Personnel	36.1%	39.4%	44.5%	43.2%	41.5%
Professional fees	16.5%	15.3%	10.6%	10.9%	5.8%
Occupancy	21.1%	19.4%	19.1%	21.0%	18.8%
Interest	0.0%	0.0%	0.0%	0.0%	0.0%
Pass-through	0.0%	0.0%	0.0%	0.0%	0.0%
All other expenses	26.4%	26.0%	25.9%	24.9%	33.9%
Full cost components (estimated) ●	2017	2018	2019	2020	202
Total expenses (after depreciation)	\$603,451	\$655,158	\$690,693	\$695,257	\$775,617
One month of savings	\$49,549	\$53,446	\$56,734	\$56,218	\$62,70
Debt principal payment	\$0	\$0	\$0	\$0	\$66,65
Fixed asset additions	\$255,794	\$0	\$87,076	\$0	\$166,610
Total full costs (estimated)	\$908,794	\$708,604	\$834,503	\$751,475	\$1,071,584





Peer Analysis 5 Senior Centers Chester County

Look up your own npo & compare to others <u>https://www.GuideStar.org/</u> <u>info@chescocf.org</u> Lincoln28\$







SENIOR ADULT ACTIVITY CENTER OF THE PHOENIXVILLE AREA

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Brandywine Valley Active Aging

							12
GuideStar Peer Analysis/Business Model Indicators	No. of orgs	Date Created					
Cohort: ChesCo Senior Centers	1,338	9/12/2022					1 m
Profitability	Oxford	Kennett	West Chester	Phoenixville	Coatesville	Peer Median	Cohort Median
Unrestricted surplus (deficit) before depreciation As a % of expenses	(\$40,999) -6.2%	\$154,961 47.0%	. ,	\$315,958 53.8%	. ,	\$154,961 26.0%	
Unrestricted surplus (deficit) after depreciation	(\$76,945)	\$117,825	\$172,248	\$282,308	(\$28,899)	\$117,825	\$19,823
As a % of expenses	-11.0%	32.1%	22.2%	45.5%	-7.1%	22.2%	3.6%
Revenue Composition	Oxford	Kennett	West Chester	Phoenixville	Coatesville	Peer Median	Cohort Median
Total revenue (unrestricted & restricted)	\$887,862	\$460,645	\$947,688	\$859,299	\$414,842	\$714,067	\$5,020,425
Total revenue, % change over prior year	84.6%	-21.3%	34.2%	30.9%			546.5%
Program services revenue	0.5%	5.1%		5.3%			
Membership dues	0.0%	0.0%		0.8%			
Investment income	0.7%	2.7%		1.1%			
Government grants	10.2%	42.4%		47.7%			
All other grants and contributions	81.2%	46.8%		45.1%			
Other revenue	7.4%	3.0%	0.9%	0.0%	1.3%	2.5%	5.2%
Expense Composition	Oxford	Kennett	West Chester	Phoenixville	Coatesville	Peer Median	Cohort Median
Total expenses before depreciation	\$665,281	\$329,583	. ,	\$587,216		· · · · ·	
Total expenses, % change over prior year	26.3%	-32.6%		-4.6%		-0.8%	
Personnel	53.8%	46.5%		46.3%			
Professional Fees	4.1%	15.7%		1.9%			
Occupancy	3.4%	6.3%		8.1%			
Interest	0.1%	0.0%		0.0%			
Pass-Through All other expenses	0.0% 38.6%	0.0% 31.5%		0.0% 44.4%			
Capital Structure Indicators	Oxford	Kennett	West Chester	Phoenixville	Coatesville	Deen Mardian	
Liquidity	Oxford	Kennett	west chester	Phoenixville	Coatesville	Peer Median	Cohort Median
Months of cash	4.0	11.2	8.9	3.4	7.2	7.2	4.3
Months of cash and investments	4.0	31.3		7.3			
Months of est liquid unrestricted net assets	8.4	14.3		2.8			
Balance Sheet Composition	Oxford	Kennett	West Chester	Phoenixville	Coatesville	Peer Median	Cohort Median
Cash	\$222,026	\$307,833		\$166,986		\$222,026	
Investments	\$244,643	\$552,069		\$191,104			
Receivables	\$221,802	\$24,305		\$18,665		\$19,500	
Gross land, buildings and equipment (LBE)	\$1,275,459	\$1,794,640		\$1,276,328			
Accumulated depreciation (% of LBE)	61.8%	60.1%	27.4%	60.2%	12.3%	60.1%	49.2%
Liabilities (as % of assets)	7.3%	2.3%	10.7%	7.1%	2.2%	7.1%	7.2%
Unrestricted net assets	\$873,683	\$1,091,325	\$855,500	\$644,499	\$1,341,219	\$873,683	\$401,850
Temporarily restricted net assets	N/A	N/A		N/A			
Permanently restricted net assets	N/A	N/A		N/A			
Total restricted net assets	\$241,125	\$480,983	\$99,715	\$182,405	\$42,670	\$182,405	\$0
Total net assets	\$1,114,808	\$1,572,308	\$955,215	\$826,904	\$1,383,889	\$1,114,808	\$623,372
Name	Location Re	ecent FYE	Subject Area				
Oxford Area Neighborhood Services Center Inc Kennett Area Senior Center	1 OXFORD, PA 2 Kennett Square, PA		Human services, Basic a Senior services	and emergency aid, Fo	od aid		
WEST CHESTER AREA SENIOR CENTER	2 Kennett Square, PA 3 West Chester, PA	6/30/2021	Human services, Specia	I population support, S	Senior services		
SENIOR ADULT ACTIVITY CENTER OF THE PHOENIXVILLE AREA	4 Phoenixville, PA	6/30/2020	Senior services				

6/30/2020

6/30/2020

Senior services

Senior services

4 Phoenixville, PA

5 COATESVILLE, PA

WRAP-UP: Key Take Aways



What do major donors look for when considering a major gift to a nonprofit?

What should the Board pay attention to in a nonprofit's annual audit & IRS 990 filing?

TO DO: Go online. Look up your own npo & compare to others <u>https://www.GuideStar.org/</u> <u>info@chescocf.org</u> Lincoln28\$

