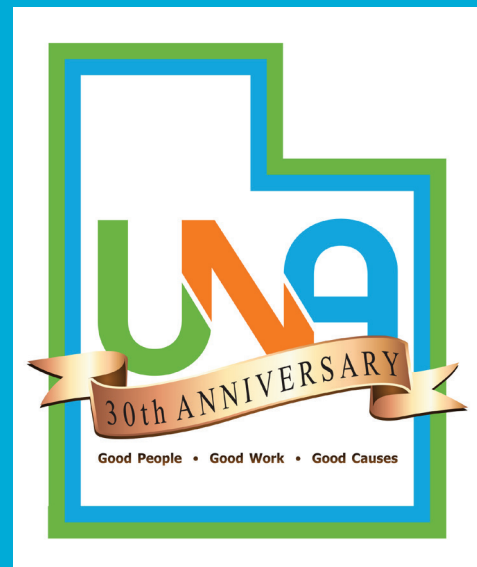




**WE ARE**



**2020 ANNUAL REPORT**



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This report shares our impact  
from January 1, 2020 to  
December 31, 2020

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# ABOUT US

We are the community of nonprofits. We are our members and everything we do is to lift their capacity and voice. You and every person who believes in and supports nonprofits in their work to create a more compassionate and caring world are an important part of UNA. You and I are UNA. We make the world a better place.

Since 1990, we have promoted strong and vibrant communities by serving nonprofits in three critical areas: public policy and advocacy at both state and federal levels, professional development and training so that the people in nonprofits who do so much can do even more, and membership benefits designed to enhance nonprofit missions and budgets. Each year, thousands of Utah's board members, volunteers, and professional staff turn to us for resources so that they can better serve our communities.

## OUR TEAM

Kate Rubalcava	Chief Executive Officer
Jill Bennett	Director of Programming and Marketing
Brandy Strand	Director of Community Relationships
Alison Anderson	Operations and Conference Manager
Collyn Mosquito	Public Policy Coordinator
Tori Marshall	Communications Coordinator



### MISSION

**Unify, strengthen,  
and elevate  
Utah's nonprofits**



### VISION

**Promote strong and  
vibrant communities  
for all of Utah**





**532**  
**NONPROFIT MEMBERS**

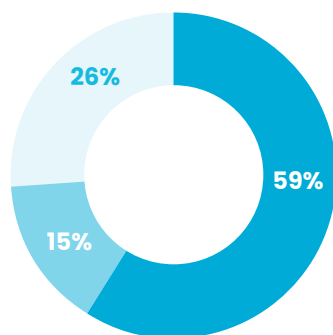


**37** **BUSINESSES**

Members with a unique and valuable understanding of the needs of nonprofits, providing services in Fundraising, Marketing, Finance, Legal, Human Resources, and Development

**43**  
**INDIVIDUAL MEMBERS**

Who are committed to growing their nonprofit expertise and supporting the community



■ <\$500,000   ■ \$500,001 - \$999,999   ■ >\$1,000,000

**OUR MEMBERS' SIZE  
BASED ON THEIR ANNUAL OPERATING EXPENSES**

59% of nonprofit members earn less than \$500,000 annually

**OUR  
MEMBERS  
WE ARE**



**NONPROFIT AREAS WE SERVE**

Arts and Culture, Education, Health, Human Services, Religious Services, Environment and Animals, International/Foreign Affairs, Government



**WHERE WE LIVE**

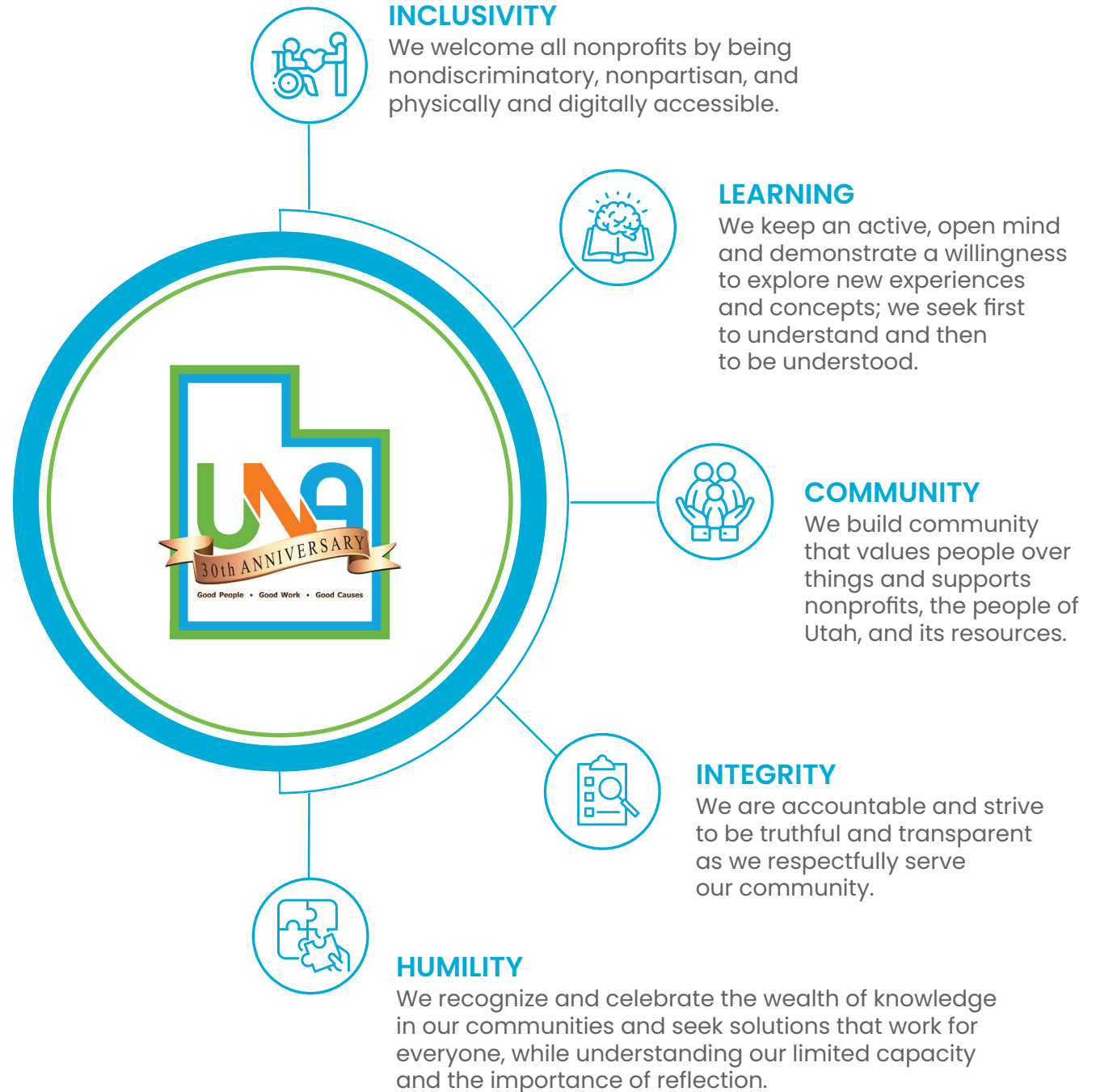
Our nonprofit members reside in 18 counties across the state but serve and support all Utah communities

# VALUES

We are committed to creating purposeful and intentional spaces for nonprofits in our state.

Our values are integral to our work—lifting the nonprofits in our state that bring comfort, inspiration, hope, food, shelter, healing, and education to the people and communities of Utah.

We are dedicated to creating a more just and equitable world by living these values.





KATE RUBALCAVA, M.Ed.

## MESSAGE FROM THE CEO

In UNA's 30th year, we have been forced to reimagine how we operate and how we support our members and the nonprofits across the state. As this organization's leader, 2020 has also put a spotlight on what it looks like to support a professional team during the most turbulent of years. For the first time, we collectively experienced an earthquake, a global pandemic, an economic downturn, a land hurricane, and a divisive presidential election. I have learned two major lessons this year. First, the necessity for open, honest, and authentic conversations; and second, how absolutely valuable UNA is to the community.

Team UNA has shown up in every single way this year. We are all safely and productively working from home, we reimaged what training and engagement looks like in a virtual environment, and we even gathered the resources and ad-hoc training that our members needed as our earth shook and as an epidemic continues to ravage our communities. We have hosted a record number of training sessions and have seen a substantial increase in the number of attendees throughout our programming.

Our balance sheet, like our commitment to each of you, remains strong thanks to earned revenue from training registration and memberships; funding from banks, businesses, and family foundations; and from donations from board members and others who contribute financially to our work.

It is an honor to lead and serve in this role as UNA continues to be a pillar of strength and knowledge within our nonprofit community.

KATE RUBALCAVA, M.Ed.  
CHIEF EXECUTIVE OFFICER  
UTAH NONPROFITS ASSOCIATION



DR. ROB HARTER

## MESSAGE FROM THE BOARD CHAIR

Despite the pandemic, the uncertainty and the disruption this year has been full of, we have remained very strong, both financially and structurally. This would have been impossible without your steady and generous support. Now, perhaps more than ever, we have needed your support and you have done that. Thank you!

It has truly been a privilege and honor to serve as the Chair for the UNA board this year. Not only is the board full of fantastic leaders, it has been so fun to work with our Chief Executive Officer, Kate Rubalcava, who has really done a good job in helping to navigate all of the difficult challenges this year. We continue to provide many resources for the nonprofit community throughout this state in the form of trainings, workshops and conferences. Ironically, because nearly all of our trainings and conferences went online this year, we were able to reach out to the entire state to a greater extent than ever, since the limitations of cost and travel were no longer barriers to nonprofit leaders who sought out these resources and training.

Even during COVID, we were nimble and creative in how we were able to offer so many resources and provide them safely. From moving the annual conference to a completely online experience, to having Utah Philanthropy Day broadcast on a major network TV station, we worked around the changes COVID caused, and still provided these key events. Additionally, one of the most well-attended and sought-after online trainings was our UNA Credential.

I am proud to be part of an organization that has sought to truly unify, strengthen, and elevate all of Utah's nonprofits. Thank you once again for all of your encouragement and support.

DR. ROB HARTER  
UTAH NONPROFITS ASSOCIATION BOARD CHAIR, 2020  
EXECUTIVE DIRECTOR, CHRISTIAN CENTER OF PARK CITY

# OUR WORK

---

Utah's communities have cleaner air and water, support for survivors of domestic violence, care for individuals suffering from mental health disorders, warm and safe places to shelter, enriched perspectives from the arts, respite for both children and adults as they come to the end of their lives, as well as other life-changing benefits, because of the work of our state's nonprofits.

We exist to expand the reach of the nonprofit community by equipping organizations with resources, benefits, training, and advocacy so that they can focus their drive, energy, and passion on making their missions happen. In response to the global pandemic and social unrest, we have dug deep and expanded the benefits we provide our members.

We are the advocate, voice, sustainer, and preserver for each and every nonprofit in Utah. Many organizations are challenged to fulfill the promise of their missions. Nonprofit leaders commonly place mission and service above the need for status and financial reward, and frequently face extreme demand for their services which continually exceeds capacity. Nonprofit leaders respond to these persistent and pervasive gaps by throwing everything they can at delivering fundamental services, leaving everything else—policies, standards, administration, and best practices—lower on their list of priorities.

We help Utah's nonprofits close this gap and extend their reach so all Utahns can live fuller, richer lives.



# The Power of Community

Working together makes us all stronger. UNA joins nonprofits, businesses, foundations, and individuals together to make our state and world a better place.

WHAT WE DO	OUR IMPACT
Nonprofit Member Orientation	Maximizing benefits for 75 professionals
First ever virtual UNA Annual Conference, "WE ARE..." featuring keynote speakers, peer to peer discussions, virtual coffee chats, Connect with UNA sessions, and Virtual Expo Hall	572 registered attendees from 125 organizations
Networking and Other Events	Participation from 1,772 humans from 554 organizations
Communication with nonprofit organizations, donors, and key stakeholders	Informing nonprofit leaders on issues that matter most <ul style="list-style-type: none"> <li>• 121 email campaigns sent</li> <li>• Updated website with 58,770 users</li> <li>• 22 earned media placements</li> </ul>

SOCIAL MEDIA FOLLOWING



3,217



2,059



422



3,282



PBS UTAH | MAY 15, 2020  
[From Spirits to Sanitizer – Ogden's Own Adapts to COVID-19](#)



UPR UTAH PUBLIC RADIO | AUGUST 25, 2020  
[COVID Crisis Could Force Closures, Job Losses at Utah Nonprofits](#)

”

*Thanks to your team for putting on this conference! It was incredible and we could all tell that you worked so hard on it. The UNA Annual Conference is one of my favorite events of the year and I was so happy to see that you were able to take it virtual!*

SARA DORSEY  
 OUTREACH COORDINATOR  
 USERVEUTAH

## Utah Philanthropy Day

We are the fiscal sponsor for Utah Philanthropy Day and host it in conjunction with UServe Utah and Association of Fundraising Professionals Utah Chapter. We had to reimagine the event this year and partnered with ABC4Utah to have a primetime broadcast on November 16th. The event serves as a fundraiser for all three host organizations. The event honored Utah philanthropists, volunteers, and amazing heroes of 2020. 13,693 households tuned in live and over 200 have viewed it on YouTube since. Sixty-eight Utah Heroes were honored.



ABC4UTAH  
NOVEMBER 16, 2020

Utah Philanthropy Day Awards	2020 Recipient
Lieutenant Governor's Public Service Award	Rebecca Chavez-Houck
Governor's Career Humanitarian Leadership Award	Ginette Bott
Outstanding Young Volunteer Award	Janet Tran
Philanthropic Leadership Award	Tim and Candace Dee
Foundation Spirit of Giving Award	Park City Community Foundation
Corporate Spirit of Giving Award	Comcast NBC Universal
Outstanding Volunteer Award	Shauna Davis

”

*UNA leads and supports Utah nonprofits in the best way - education, advocacy, and resources to build thriving organizations that enrich communities. And that is why I give my time and money to UNA.*

**PEGGY GREEN**  
UNA BOARD MEMBER AND VICE CHAIR  
EXECUTIVE DIRECTOR  
IRON COUNTY CARE AND SHARE

## 2020 UNA Nonprofit Leader Awards

UNA continues the tradition, started in 2017, of honoring the incredible people behind the wonderful work nonprofits accomplish. This year, our Nonprofit Leader Award winners come from family services organizations with both being extremely passionate and committed leaders working tirelessly to help children and families in Utah.



### UNA OUTSTANDING NONPROFIT LEADER

Jennifer Nuttall  
Executive Director, Neighborhood House



### UNA EMERGING NONPROFIT LEADER

Krista Useche  
Kids Place Director, The Family Place

”

*You guys are the best. I have watched UNA become more open to the needs of nonprofits over the last few years. I appreciate all you do. Your energy and enthusiasm is contagious and I enjoy learning and connecting with you all.*

KELLIE MIEREMET, MACL  
CVA PROGRAM ASSISTANT  
THE INN BETWEEN

## We are here for Utah's Nonprofits

UNA offers education and resources designed to build the capacity of nonprofit organizations so that they can better provide their essential programs and services in Utah's communities.

WHAT WE DO		OUR IMPACT
Nonprofit Compensation and Benefits Report	>>	Informed talent acquisition and retention for nonprofit organizations using Utah-specific data
Background Screening of Staff and Volunteers	>>	Improves safety and protects nonprofits and the clients they serve
Human Resource and Legal Information	>>	Enhances compliance to local, state, and federal requirements and assists navigating complex legal issues
Online Job Board	>>	Talent recruitment for 200+ nonprofits with 800 opportunities and 150,000+ views
Low-Cost Access to Donor Prospecting Tool	>>	Improves funding potential and in 2020, provided cost savings of \$21,000 for 32 nonprofits
Discounts on Technology (Zoom)	>>	Facilitates virtual work for nonprofit teams
Group Health Insurance (Pooled Coverage)	>>	Reduced costs for health insurance In 2020, 63 nonprofits participated insuring 1,423 humans
Nonprofit Help Desk	>>	Provides support and resources on nonprofit best practices for nonprofit members
On Demand Webinars, Training and Classes	>>	Eleven webinar recordings with 100+ views and attendance from 150 nonprofit professionals
Standards and Ethics	>>	Improved knowledge on ethical management

# UNA’s Job Board Launches Careers Filled with Passion

One of our most-utilized member resources is the UNA job board. The UNA Job Board is the largest collection of nonprofit employment listings in the state where anyone can search for meaningful nonprofit work.

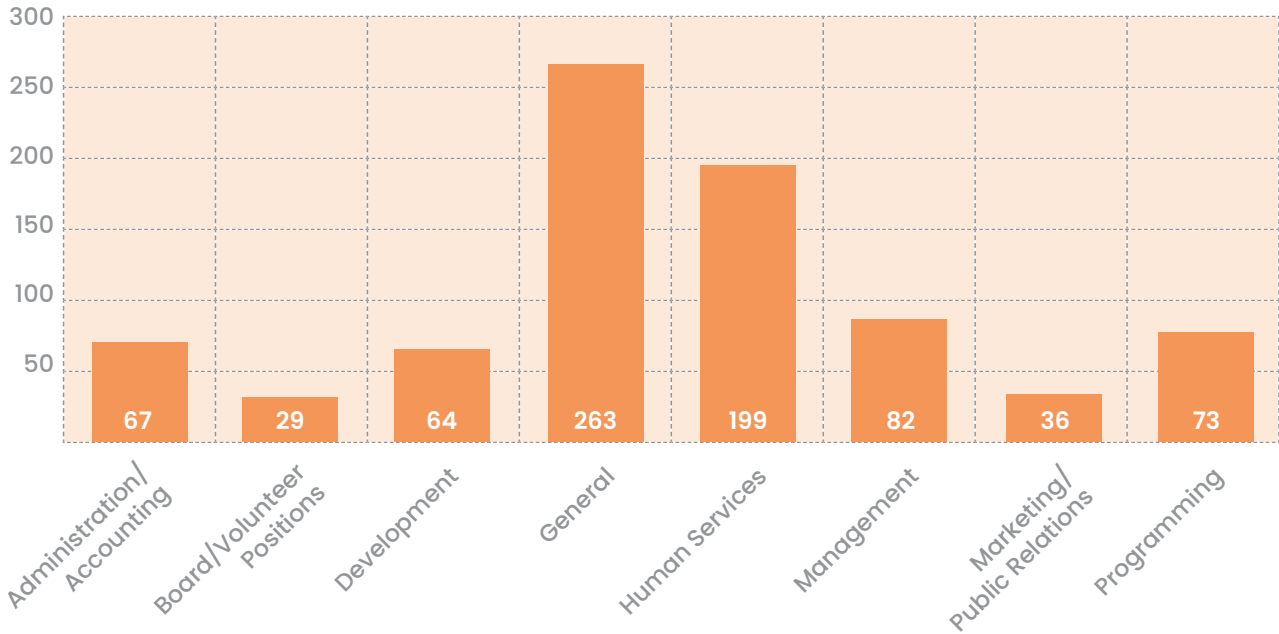
Nonprofits comprise 6.7% or

78,235

of Utah’s 1,165,414 jobs.

-Bureau of Labor

## Job Category Postings on UNA Job Board



Total Job Postings

813

Number of Organizations Who Posted

223

”

*We did end up hiring someone, yah! Our first employee! We did get a lot of people from the UNA post, so would definitely use it again. We were shocked that we received about 50 resumes for a part time job. Your site did bring those that not only had the skill but the experience and passion that I was looking for in an employee to add to our nonprofit team. Thank you for all the resources!*

DANA WILLIAMSON  
FOUNDER AND PRESIDENT, WASTE LESS SOLUTIONS

”

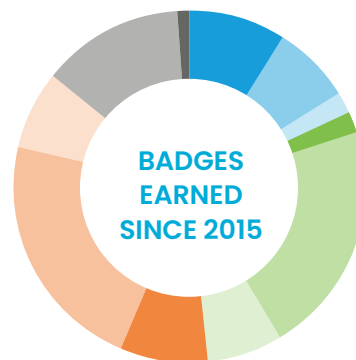
*The Utah Nonprofit Association's Credential program has been a life-saver! The trainings are taught by experts currently working in the field which lends credibility and trust to the credential. The presenters have a wealth of information to provide, which could be overwhelming, but they break it down into easy-to-implement steps that are well-organized!*

**SARAH STONE, PHD**  
**EXECUTIVE DIRECTOR**  
**WONDERBLOOM: NATURE**  
**PLAYSCHOOL**

## UNA Credential

UNA offered nine Credential courses, both online and in person in 2020. The UNA Credential program provides nonprofits with information, resources, and expert coaching to support their adoption of best practices and create cultures that foster excellence

Since 2015, UNA has awarded 146 Credential Badges to organizations that have integrated Best Practices into their organizations.



Advocacy and Civic Engagement	13
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Human Resources and Volunteer Management	1

## 2020 CREDENTIAL BADGES

### Advocacy and Civic Engagement

The INN Between  
Mountain West Mothers' Milk Bank

### Board Governance

Mountain West Mothers' Milk Bank  
English Skills Learning Center

### Finance and Legal

Mountain West Mothers' Milk Bank

### Fundraising and Development

Midwives College of Utah  
Hope Philanthropies  
The INN Between  
Fit to Recover

### Human Resources

Humane Society of Moab Valley  
Mountain West Mothers' Milk Bank  
English Skills Learning Center

### Leadership and Organizational Culture

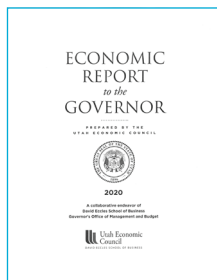
Mountain West Mothers' Milk Bank  
DDI Vantage

### Marketing and Communication

Root For Kids  
St. George Children's Museum  
Heart Walk Foundation  
Habitat for Humanity of Southwest Utah  
Ogden Downtown Alliance  
Mountain West Mothers' Milk Bank  
Humane Society of Moab Valley  
Catholic Community Center  
Wasatch Adaptive Sports  
House of Hope  
Big Brothers and Big Sisters of Utah

### Outcomes and Evaluation

Rite Care Utah  
Mountain West Mothers' Milk Bank  
Humane Society of Moab Valley



## ECONOMIC REPORT TO THE GOVERNOR

Report to community leaders  
on the changing demographics of  
Utah's nonprofit landscape

[Read The Nonprofit Chapter](#)

[Nonprofit Sector Report](#)

”

*This was our first UNA day on  
the hill and such an awesome  
opportunity to network with  
other nonprofits and meet our  
representatives! Had lots of  
time with the 2 reps we  
wanted to talk with!*

**2020 NONPROFIT  
DAY ON THE HILL ATTENDEE**

## Advocacy Elevates and Empowers Missions

Advocating on behalf of all Utah nonprofits and equipping nonprofit leaders with the skills and knowledge to be informed and effectively advocate with federal, state, county, city, and local elected officials.

WHAT WE DO		OUR IMPACT
Educate nonprofit leaders to advocate on behalf of their nonprofit mission and constituents	»»	Improved awareness of community needs among elected officials
Connect with nationwide network through National Council of Nonprofits	»»	Strengthened call for response on federal policy issues
Nonprofit Day on the Hill, a day-long convening with elected leaders and other state officials	»»	39 organizations met with 7 senators and 25 representatives, engaging 27% of the House of Representatives and 31% of Senators
Issuing Calls to Action to advance legislation	»»	Inclusion of nonprofits in Federal CARES Act funding with 72 nonprofits signing the joint letter. Greater access to charitable giving through the Non-Itemized Charitable Contributions Tax Deduction
Hosted virtual town halls for COVID relief	»»	Participation by elected leaders Congressman McAdams, Congressman Stewart, Senator Lee, and Representative Winder for Virtual Town Halls
UNA worked with the State of Utah regarding unemployment	»»	Provided information about ways nonprofits can request support; helped to breakdown communication barriers



## Our Response to COVID

We adapted quickly in the wake of the COVID-19 pandemic and, in one weekend, transitioned our team to working remotely. We moved swiftly to convert all future training online. As the pandemic ravaged our nonprofits and the communities that depend on them, we stepped up and made sure that Utah's nonprofits had access to the information they needed—including updates on the federal government's response to the pandemic. Our work included:



### RESOURCES, ADVOCACY and SUPPORT

Trained 500 people on Federal COVID-19 relief, fundraising, personal finance, volunteer engagement, safety in the workplace, and online meetings



### EMERGENCY FUNDING

In partnership with UServeUtah we awarded \$92,215 to 12 Nonprofits



### NEEDS ASSESSMENT SURVEY

Relevant and timely information needed to advocate for resources and sustain services. Developed a resource section on the UNA website



*Despite all the strains and struggles we faced in 2020 across Utah (pandemics and political tensions included), it's profoundly uplifting to see the extent to which so many feel driven to make our communities better places for all to share. The UNA provides our members with the chance to connect and recharge, even as we confront seemingly insurmountable challenges. These days, the encouragement and support shared across Utah's nonprofit community feels priceless.*

ERIC MARX  
UNA BOARD MEMBER

# FINANCIAL SUPPORTERS

---

We have continued to thrive for the last 30 years because we have a web of supporters that includes nonprofits, private business, individual donors, banks, and foundations. We made every effort to assure that this list is comprehensive, if you believe we have made a mistake, please let us know

## INDIVIDUALS

Brad Pedersen  
Becky Oakley  
Catherine Barnhart  
Cyndy Miller  
Daniel Graham  
David Schmidt  
Don Gomes  
Ed Roberson  
Elizabeth Smith  
Eric Marx  
Jill Sundstrom  
Jocelyn Kearl  
Kathryn MacKay  
Kelly Riding  
Liz Dana  
Linda Stimpson  
Lorien Belton  
Lydia LaSalle  
Luke Deppermann  
Mara Haight  
Patty Shreve  
Paul Burnett  
Peggy Green  
Princess Gutierrez and  
Fernando Gomez  
Richard Scoresby  
Rob Harter  
Safia Keller  
Sandra More  
Shawn Newell  
Sonya Martinez-Ortiz  
Stephanie Harpst  
Tanya Lelanuja  
Tiffany and Marc Fletcher

## CORPORATIONS, BANKS, AND FOUNDATIONS

Ally Bank  
Altabank  
American Express Center for  
Community Development  
Aspira Public Affairs  
BKD CPA and Advisors  
Bank of America  
Beehive Insurance Agency  
Bloomerang  
Comcast  
Daniels Fund  
Dominion Energy  
First Nonprofit Group  
Fordable Fundraising  
George S. and Dolores Dore  
Eccles Foundation  
Goldman, Sachs and Co.  
Google Fiber  
Intermountain Healthcare  
Mark Miller Subaru  
Morgan Stanley Bank, N.A.  
NOW CFO  
Parr Brown Gee and Loveless  
Pathway Associates  
Regence BlueCross BlueShield  
of Utah  
Smith's Food and Drug  
The Church of Jesus Christ of  
Latter-Day Saints Foundation  
The Lawrence T. - Janet T.  
Dee Foundation  
Union Pacific Foundation  
Wells Fargo Bank

## GOVERNMENT

UServeUtah

## UNA IN-KIND CONTRIBUTIONS

Third Sun Productions  
Kirtan McConkie  
Eide Bailly  
UServeUtah  
Write it Up!

## UTAH PHILANTHROPY DAY CONTRIBUTIONS

## CORPORATIONS, BANKS, FOUNDATIONS

An Anonymous Family  
Foundation in Utah  
Buckner Insurance  
Daniels Fund  
Dominion Energy  
doTERRA  
George S. and Dolores Dore  
Eccles Foundation  
Kahlert Foundation  
Harmons Grocery  
Intermountain Health Care  
Labor and Honor |  
Labore et Honore  
The Church of Jesus Christ of  
Latter-Day Saints Foundation  
Wells Fargo Bank

## INDIVIDUALS

Safia Keller  
Sonya Martinez-Ortiz  
Rebecca Chavez-Houck  
Kate Rubalcava

## NONPROFIT SUPPORTERS

Neighborhood House

## IN-KIND CONTRIBUTIONS

Third Sun Productions  
XMission  
O.C. Tanner



# BOARD OF DIRECTORS

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## EXECUTIVE COMMITTEE

**Dr. Rob Harter, Chair**  
Executive Director  
Christian Center of Park City

**Peggy Green, Vice Chair**  
Executive Director  
Iron County Care and Share

**George Lindsey, Past Chair**  
Deputy Director  
Utah Museum of Fine Arts

**Paul Burnett, Treasurer**  
Audit Manager  
Tanner LLC

**Liz Dana, Secretary**  
Executive Director  
Wabi Sabi

**Princess Gutierrez**  
Development Manager  
Dove Center

**Ed Roberson**  
Director of Business Development  
Journey Team

## DIRECTORS

**Laura Hadley**  
Executive Director  
Cystic Fibrosis Foundation

**Jordan Toone**  
Attorney  
Parr Brown Gee and Loveless

**David Schmidt**

**Dr. Ruby Chou**  
Executive Director  
Mundi Project

**Lydia LaSalle**  
Executive Director  
Best Friends Animal Society Utah

**Luke Deppermann**  
Attorney  
Kirton McConkie

**Shawn Newell**  
Vice President of Business  
Development  
Industrial Supply Company

**Mara Haight**  
Owner  
Utah Center for Post  
Traumatic Growth

**Natalie El-Deiry**  
Executive Director  
Internal Rescue Committee

**Eric Marx**

**Liz Owens**  
CEO  
YWCA Utah

**Steve Beyers**

# COMMITTEES

## ASSOCIATION HEALTH PLAN

Amy Jenkins  
Becky Bell  
Carolyn Young  
Gina Cornia  
Joel Bingham  
John Gold  
Kate Rubalcava  
Kristy Chamber  
Liz Dana  
Luke Deppermann  
Nora Trinidad-Scholle  
Paul Burnett  
Penny Nuttall  
Todd Valentine

## MEMBERSHIP

Brandy Strand  
Ed Roberson  
Erik Marx  
Kate Rubalcava  
Laura Hadley  
Liz Ownes

## PUBLIC POLICY

Brandy Strand  
Carrie Butler  
Collyn Mosquito  
Cyndy Miller  
David Schmidt  
Kate Rubalcava  
Lydia LaSalle  
Rita Wright  
Shawn Newell  
Susan Speirs

## RACE, EQUITY, DIVERSITY, AND INCLUSION

Alison Anderson  
Brandy Strand  
Ed Roberson  
Eric Marx  
Kate Rubalcava  
Liz Dana  
Lydia LaSalle  
Mara Haight  
Natalie El-Deiry  
Peggy Green  
Shawn Newell  
Tori Marshall

## UNA ANNUAL CONFERENCE

Alison Anderson  
Charese Jamison  
Jacob Johnson  
Jill Bennett  
Julie DeLong  
Kate Rubalcava  
Natalie El-Deiry  
Patti Cook  
Peggy Green  
Psarah Johnson  
Dr. Ruby Chou  
Shalaun Howell  
Varden Hadfield

## UNA SOUTHERN UTAH

Carol Golichnik  
Dawn McLain  
Donna MacBean  
Jane Muller  
Kayo Skandunas  
Krista Longhurst  
Martha Heuer  
Michael DeMille  
Michael Gburski  
Peggy Green  
Princess Gutierrez  
Raquel Adams

## UTAH PHILANTHROPY DAY

Amberlie Phillips  
Andrea Clarke  
Angelina Kendzior  
Brandy Strand  
James Clarke  
Jeanette Bennett  
Jennifer Hogge  
Jessie Strike  
Kate Rubalcava  
LaDawn Stoddard  
Lindsay Nelson  
Mara Haight  
Mike Moon  
Sharlene Hawkes



## OUR FINANCIALS

UNA is committed to financial accountability and transparency. Below is a summary of financial activity for the period ending 12/31/2019, from our latest audited financial report and 990.

	Amount	Percentage
<b>2019 INCOME</b>		
Community Contributions	\$184,325	45%
Membership Dues	\$141,630	34%
Program Service Income	\$80,363	19%
Member Services	\$4,172	1%
Interest/Other	\$4,009	1%
<b>Total Income:</b>	<b>\$414,499</b>	<b>100%</b>
<b>2019 EXPENSES</b>		
Programs and Services	\$305,038	82%
Administration	\$58,356	16%
Fundraising	\$7,090	2%
<b>Total Expenses:</b>	<b>\$370,484</b>	<b>100%</b>



4900 South Highland Drive, Suite B, Holladay, Utah 84117

[UTAHNONPROFITS.ORG](http://UTAHNONPROFITS.ORG)



@utahnonprofits