

U-M Nonprofit and Public Management Center eNewsletter

Practical Insights for Future Leaders

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AT THE CENTER

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Welcoming our 2009-10 Board Fellows

The 2009-2010 Board Fellowship Program kicked off in October with 24 nonprofit organizations participating and 32 new board fellows. The NPM Board Fellowship Program places graduate students from the Ross School of Business, Ford School of Public Policy and School of Social Work as non-voting members of nonprofit governing boards. To view the complete list of 2009-10 nonprofit organizations and their board fellows please [click here](#).

How to Start a Nonprofit Organization

Wednesday, November 11, 4:00-5:30 p.m., K1310 Ross School of Business

Neel Hajra, President and Chief Executive Officer of [Nonprofit Enterprise at Work\(NEW\)](#), will present the basic steps to starting a nonprofit organization. Whether you are considering starting your

own nonprofit or interested in learning more about how nonprofit organizations are structured, this presentation will provide a practical foundation for understanding the sector.

Student Course Guide of Nonprofit-Related Classes at the University of Michigan

[Click here](#) to see a list of Winter 2010 courses from the professional graduate schools at the University with a focus on nonprofit and public management topics. Please note that last minute changes, additions, and deletions always occur. Check with each school registrar for the latest information. Please help us keep this course directory accurate by contacting the NPM Center with any additions or corrections.

AROUND CAMPUS AND TOWN

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Greening Government: Federal Leadership in Environmental & Organizational Performance Friday, November 6, 2:30-4:00 p.m., 340 West Hall

Presented by Michael Bloom, Senior Workplace Specialist with the U.S. General Services Administration, Public Buildings Service in Chicago, Illinois, learn how Federal agencies investments in sustainable design, performance metrics and understanding cultural change have positioned them to lead by example. Michael is responsible for the sustainable design strategic planning, renovation and project management of the Public Buildings Service Headquarters facilities in Chicago. Following the 2008 Presidential election, Michael led the GSA team that established and managed the Obama/Biden Presidential Transition offices in Chicago. He's currently working to further the Administration's sustainability goals by serving as a core team member on the \$103M initiative to "green" the historic Chicago Mies Van Der Roë-designed Federal Center, a prominent American Recovery and Reinvestment Act project. Sponsored by the Barger Leadership Institute of the Organizational Studies. For more information, visit: http://www.lsa.umich.edu/orgstudies/bli/event_greening.html.

Fashion Designer Kenneth Cole, Chair of the Foundation for Aids Research (amfAR), Discusses Corporate Social Responsibility

Wednesday, November 11, 4:00 p.m., School of Public Health Auditorium II

Renowned American fashion designer and humanitarian Kenneth Cole will speak about his work on the frontlines of important social and public health issues for more than 25 years. Kenneth Cole has become as well known for his social activism as his shoes and clothing. As Chairman of the Foundation for Aids Research (amfAR), he has made it his business to fuse fashion with social action. He will talk about HIV/AIDS and what he has done since joining the amfAR board in 1985, including his company's advertising campaigns challenging the public dialogue relating to HIV/AIDS. He will also address broader issues of corporate social responsibility and discuss how he has merged business and philanthropy, underscoring their interdependence. In addition, his talk will focus on the importance of students' involvement in effecting positive social change. He will share his thoughts about the job market today, and why it's a good time to enter the workforce because jobs in green energy, sustainability, and public health will make a difference to the future of our planet. This event is co-sponsored by sponsored by the School of Public Health and the UM Tobacco Research Network. For more information, visit: http://www.sph.umich.edu/iscr/news_events/event.cfm?ID=1590.

**A Rural Health Initiative for the Base of the Pyramid: GE Healthcare's Vision and Strategy
Thursday, November 12, 4:30-5:30 p.m., E1550 Ross School of Business**

Rex Widmer is a passionate advocate for pro-poor business innovation at GE Healthcare. As leader of GE Healthcare's Rural Health R&D initiative, Rex is responsible for the design, development, assessment, and deployment of medical devices uniquely suited for low-resource rural settings of the developing world. This event is presented by WDI Global Impact Speaker Series. For more information please visit <http://www.wdi.umich.edu/files/Events/SpeakerSeries/20091112.html>.

Addressing Poverty in Troubled Times: An International Perspective on the U.S., North America and the World

Thursday, November 12, 4:00-5:30 p.m., 1840 Educational Conference Center, School of Social Work, 1080 S. University

Mary Jo Bane, Thornton Bradshaw Professor of Public Policy and Management and Academic Dean, Kennedy School of Government at Harvard University, will present on this topic. Co-sponsored by the School of Social Work, the Ford School of Public Policy, the National Poverty Center and St. Mary's Student Parish. For more information, visit:

http://www.fordschool.umich.edu/news/upcoming_events/index.php.

IN THE NEWS

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Vodafone Americas Foundation Second Annual Wireless Innovation Project

The Vodafone Americas Foundation is pleased to announce the launch of the second annual Wireless Innovation Project, a competition that seeks to identify and fund the best innovations using wireless related technology to address critical social issues around the world.

The Vodafone Wireless Innovation Project is open to projects submitted by applicants from universities and nonprofit organizations based in the United States. Eligible projects must:

- Demonstrate a multi-disciplinary approach that uses an innovation in wireless related technology to address a critical global issue
- Hold the potential for replication and large scale impact
- Include a business plan or basic framework for financial sustainability and rollout

Applications will be accepted online from October 5, 2009 to February 1, 2010 at

<http://project.vodafone-us.com/>.

America's Top Charities Face Tough Fund-Raising Year

The Chronicle of Philanthropy

Bruised by the deepest recession in decades, the nation's most-successful fund-raising organizations anticipate that giving will decline this year by a median of 9 percent, according to a new survey by *The Chronicle of Philanthropy*. That would mean that half of the charities in the survey expect an even steeper drop.

The Chronicle conducted its survey to determine the 400 organizations that raise the most money from private sources. The fund-raising outlook for those organizations in 2010 is not much better. Nonprofit officials say they are hopeful that the stock market's climb will prompt donors to give more, but they fear that foundations and corporations might cut back further. For the most part, they are setting their budgets conservatively, often hoping to raise just 1 or 2 percent more than they did in 2009.

In response, the push to be more aggressive in seeking donations continues. Colleges and other nonprofit organizations are stepping up their efforts to solicit individuals, trying to explain more clearly why they need money, focusing on donors who have stopped giving, experimenting with new methods of online fund raising, and putting more time and effort into securing planned gifts.

Charities are also reorganizing their fund-raising departments, sometimes because they have been forced to lay off employees. They are encouraging fund raisers to share responsibilities and work more closely with people in different departments.

[Click here to read the entire article](#)

ABOUT THE NONPROFIT & PUBLIC MANAGEMENT CENTER

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The Nonprofit & Public Management Center is a collaboration among the University of Michigan's School of Social Work, Gerald R. Ford School of Public Policy, and Stephen M. Ross School of Business. For more information about NPM, visit <http://www.nonprofit.umich.edu>. If you have an announcement you would like to include in the next issue of this eNewsletter, please send information to the Center at nonprofit@umich.edu.



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