The Community Advancement Network strives to strengthen non-profit organizations in the Great Lakes Bay Region through capacity building services that enhance effectiveness and efficiency. This program of United Way of Midland County is a collaborative partnership with the regional community foundations and fellow United Ways, with foundational support provided by Dow.

The Network has aligned with regional businesses, foundations, non-profits and consultants to remove barriers and provide customized solutions — creating greater impact on those served by local non-profits.

**2018 COMMUNITY ADVANCEMENT PROJECTS**

- **10** Strategic Planning Projects
- **19** projects
- **3** Human Resource Projects
- **4** Marketing Plan Project
- **1** Fund Development Projects

85 Great Lakes Bay Region non-profits have used the Network’s consulting services since inception.

**CAPACITY BUILDING GRANT DETAILS**

$100,595 has been granted to local non-profits in the Great Lakes Bay Region in 2018 and $585,227 since The Network inception.

The average grant award covers 60% of a non-profit’s capacity-building project.
THE NEXT LEVEL
Starting in 2018, the Network rolled out “next level” programs in our region by adding to their already extensive menu of services. In addition to best practice trainings and workshops, excellent consulting services, and executive peer learning opportunities, the Network offers supports in the following areas:

- Multi-tiered marketing services including a new partnership with Bolger + Battle Marketing Communications, who joined the Network as a consulting firm to support nonprofits in the areas of PR, branding, marketing and fund development
- Reaching staff at all levels with training and consulting
- Leveraging a partnership with the Michigan Community Services Commission to serve as a strategic partner to measure and bolster volunteerism on a state level
- Exploring capacity building on a larger scale; focusing regionally and across the whole organization
- Serving as an intermediary organization to administer the Impact Capacity Assessment Tool (iCAT) to help organizations understand how to build on their strengths and what path to take to become stronger

PROFESSIONAL DEVELOPMENT
Executive Learning Circles, Best Practice Series and Workshops were held each quarter in all four counties. These sessions, which are similar to Executive Roundtables in nature, were attended by 73 nonprofit professionals throughout the region. These two hour sessions gave Executive Directors the opportunity to share their personal and professional stories. This “Networking on Steroids” allowed leaders to learn from each other’s experience making them better leaders while strengthening their organizations.

ONE ON ONE CONSULTING
Led by vetted and highly experienced Network consultants, each project is customized to meet the needs of the individual organization’s goals. These projects average 2-3 months to complete and are offered in a group or one on one format. In 2018, projects included strategic planning, business planning, marketing, rebranding, fund development plans and board development and recruitment plans

WHAT CLIENTS ARE SAYING
“Using the Community Advancement Network for our strategic planning was a positive experience for Studio 23. Our staff and board joined together to create a mission based plan that will help our organization continue to grow. I would highly recommend using the Community Advancement Network to all non-profits ready to create their future.”
Tara Welch, Executive Director Studio 23/The Arts Center

“We were blessed with the opportunity to work with Omni Tech, Lee Rouse and Heather Brubaker, before and during the Strategic Planning process. The Network was most helpful in getting us connected with them and making everything very clear to myself and Midland Community Former Offenders as to what to expect and how the process unfolds.”
Rob Worsley, Executive Director M.C.F.O.A.R.

“YWCA is intentionally focused on creating a diverse board, increasing effectiveness of our marketing communications and better understanding both current perceptions and new program possibilities for our agency across the Great Lakes Bay Region. Receiving the CAN grant bolstered our ability to leverage local consulting expertise and gain broader community insights on innovative programs, services and an array of talented people to fulfill our regional mission to empower women.”
Kimberly Houston, Interim Executive Director YWCA Great Lakes Bay Region