

# WELCOME



# ANNUAL POLICY INSTITUTE

DECEMBER 14, 2018

West Virginia State Capitol

OPENING KEYNOTE



**Donna Murray Brown,**  
Michigan Nonprofit  
Association





Michigan Nonprofit Association

# THE PARTNERSHIP IMPERATIVE

*A discussion about the power and imperative of partnership for effective advocacy and public policy.*

**ANNUAL POLICY INSTITUTE  
DECEMBER 14, 2018**



# Hello Mountain State!





• 22 years-Banker

• 9 years-Nonprofit Executive

## Fifth Third Bank Young History Makers Healing the community through community investment

By Keith A. Owens

The reason why Donna Murray Badgett is good at her job is because working to repair underserved communities is much more than simply a job, it's a calling.

As Fifth Third Bank's assistant vice president for Community Development, Badgett, 38, is committed to helping her clients create wealth for themselves through homeownership assistance programs as well as small business assistance.

"The ultimate end is economic empowerment," she said.

A large part of helping to develop a community involves developing that community's ability to sustain itself, and that is no easy task. What Badgett knows, however, is that support for homeownership and small businesses are two key elements in this task.

Studies have shown that people who own their own homes are more likely to care for their property than are those who rent. Neighborhoods occupied by homeowners are statistically almost always considerably more stable than neighborhoods where most of the residents are renting.

As for the importance of small business assistance, the vast majority of businesses operating in underserved communities such as Detroit are small businesses. A strong and viable small business community often serves as the economic backbone of poorer neighborhoods. Not only does it provide services, it provides employment opportunities for neighborhood residents, and in addition the even more important opportunities for community residents to become business owners.

Anyone who owns a business in any city is more likely to be committed to the well-being of the community in which that business is located since the health — or health — of that community directly impacts the health of their business.

Badgett understands the scenario all too well and has worked hard to utilize her position as a means to help healing neighborhoods. In addition, she provides assistance to small businesses and to homeowners — first-

time homeowners in particular — Badgett's department also offers "financial literacy" programs that teach clients basic economic survival techniques such as learning how to properly budget one's finances. Many of the skills that middle-class and more well-to-do citizens take for granted are skills that their less fortunate brethren never learned. And the absence of such crucial skills inevitably contributes to their inability to escape the cycle of poverty that has always plagued economically challenged neighborhoods.

Recognizing this, Badgett also devotes her time to a special program in partnership with Wayne State University where she helps teach physically-challenged lower-income youngsters how to budget their money and to open and manage a checking account.

"A lot of these kids only know about the check cashing places because that's where their parents have always gone," she said. "They need to learn life skills."

In her spare time outside of the office, Badgett volunteers for a number of organizations, including the Detroit-area Boy Scouts of America. She does it because she knows what the organization can do to help improve the lives of young African American males whose life experiences too often are narrowly confined by neighborhood boundaries and daily survival rituals that oftentimes don't lead to long and healthy lives. The Boy Scouts gives these young men the chance to go camping and participate in other activities that broaden their life experiences as well as their perceptions of themselves and their own individual capabilities, said Badgett.

No, it's not easy being Donna Murray Badgett. It is, however, rewarding — for the communities she serves as well as for herself.



Donna Murray Badgett

A strong and viable small business community often serves as the economic backbone of poorer neighborhoods. Not only does it provide services, it provides employment opportunities for neighborhood residents not to mention the even more important opportunities for community residents to become business owners.

# About Us

- Established in 1990
- State-wide membership organization that serves the diverse nonprofit sector through advocacy, training, and resources.
- MNA manages multiple programs and affiliates.

Membership is open to all Michigan nonprofit organizations. For-profit businesses and government entities may join as affiliate members.





# Imperative of Partnership





# Case for Partnership in Public Policy

- Tax Reform UBIT
- Charitable Incentives
- Johnson Amendment



# Partnership Imperative for West Virginia

Policy action is being driven more toward the states....



# Michigan as a Case Study

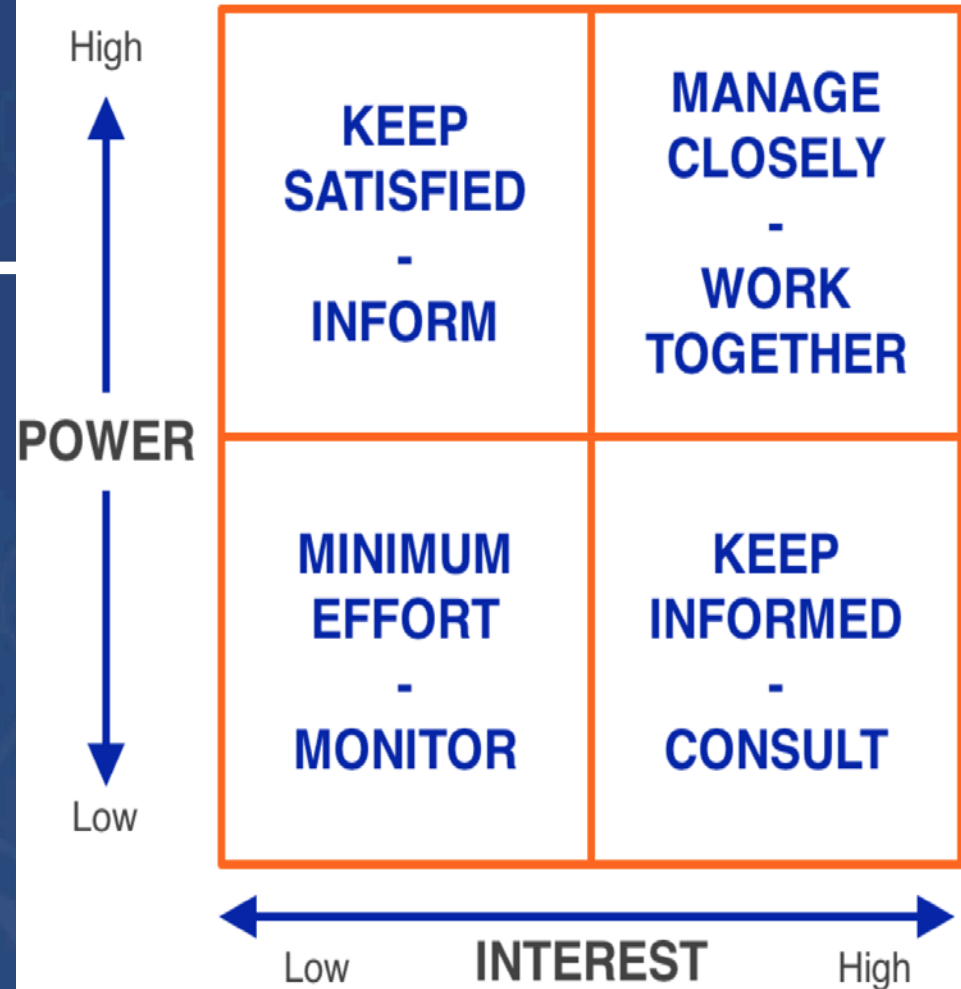
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- 1969 Tax Reform –Compelling Cause
- 1972 Council of Michigan Foundations started – Strategic
- 1990 Michigan Nonprofit Association started-Strategic
- 2004 Michigan Nonprofit Council for Charitable Trust- Strategic
- 2009 Michigan Nonprofit Caucus –Strategic

**PARTNERSHIP**

# Lets Dig Deeper

- Stakeholder mapping
- Power Analysis



## The 'Standard' Stakeholder Map

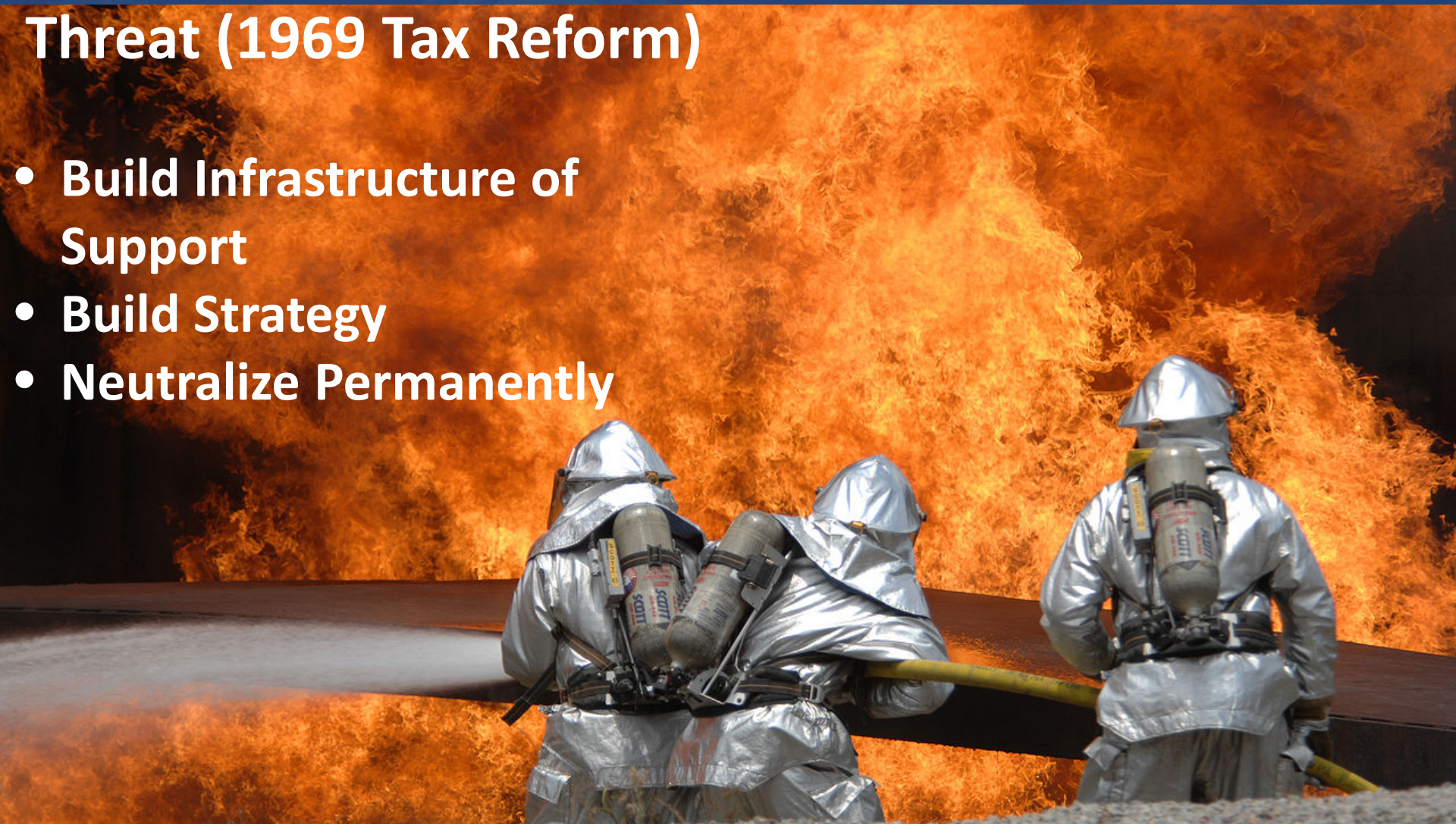
Reproduced from The Influence Agenda  
by Dr Mike Clayton (Palgrave Macmillan)

# Lets Dig Deeper

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## Threat (1969 Tax Reform)

- Build Infrastructure of Support
- Build Strategy
- Neutralize Permanently



# Michigan as a Case Study

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## Vulnerabilities to the Michigan model:

- Leadership Transitions
- Diminishing Institutional knowledge
- Inertia
- Perfunctory Activities





# Michigan as a Case Study

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Where we are today:

- Renewed Commitment
- A new big sense of urgency...

Tax Reform, Census 2020

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# West Virginia

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## Infrastructure

- Philanthropy West Virginia
- West Virginia Nonprofit Association



# West Virginia

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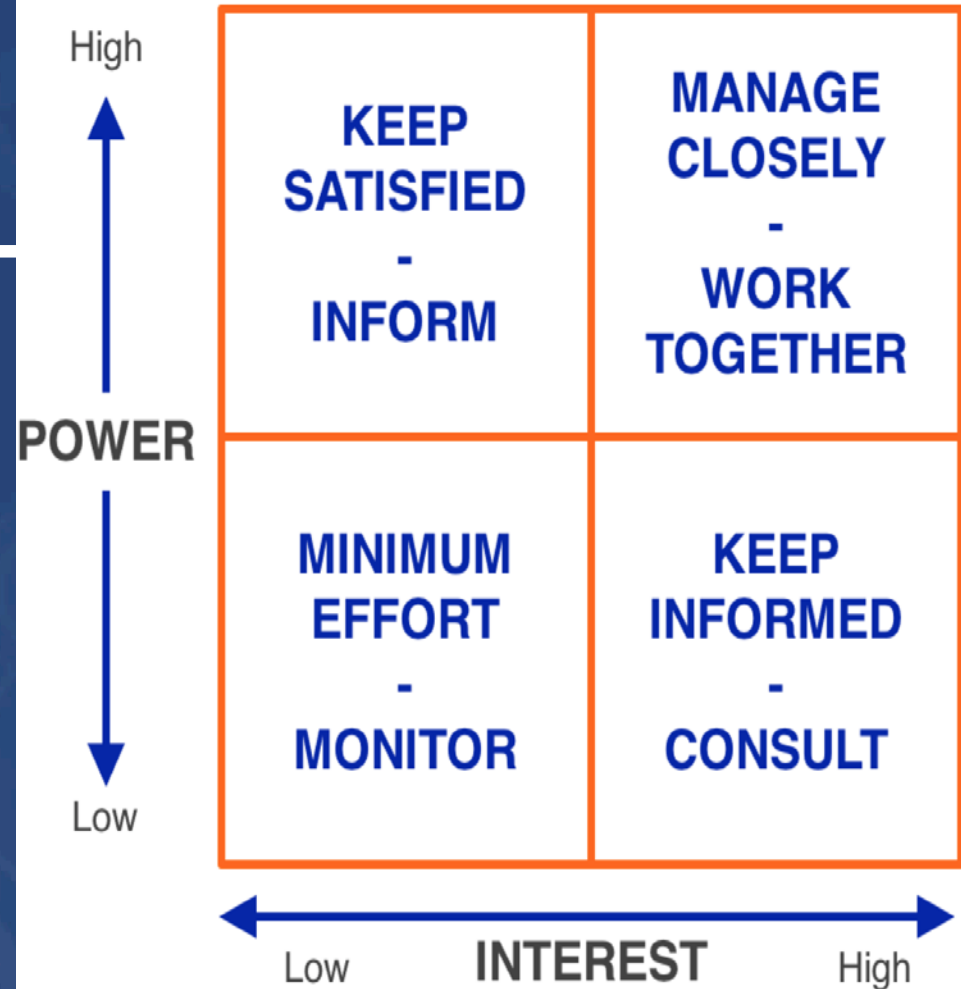
...What's your compelling reason to partner with others? Is it a threat? Or a grand opportunity?



# West Virginia

Stakeholder  
Mapping

Power/Interest  
Analysis



## The 'Standard' Stakeholder Map

Reproduced from The Influence Agenda  
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# Federal Policies To Watch

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- Repeal of the Johnson Amendment
- Tax Reform- UBIT
- Census 2020





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# THANK YOU!

