“It has been said that the quality of a nation can be seen in the way it treats its least advantaged citizens.

But it can also be seen in the way it treats its most valued institutions.”

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NetworkPeninsula builds stronger communities by empowering the nonprofits within them to be successful, and by connecting citizens and businesses to the nonprofits serving their community. We are a trusted leader providing education, advocacy and authentic collaboration opportunities to the nonprofit members we serve.

**Our Mission & Vision**

NetworkPeninsula equips nonprofits with tools to fulfill their missions, increase their capacity, and expand their reach. Our mission is to raise awareness of the needs on the Peninsula, encourage involvement from community members, and strengthen nonprofits working to meet those needs. By helping nonprofits better position themselves in the community, and equipping them with the tools needed, they can be better prepared for a future marked by increased demands for services, a smaller and more competitive funding pool, and social issues impacting all facets of our communities.

NetworkPeninsula believes that strong nonprofits are key to vibrant, connected, and healthier communities. Our vision is to create “networked communities” with everyone working together to inspire meaningful and lasting change. By developing relationships with businesses, civic and faith-based groups, and individuals, nonprofits can maximize the impact they have on the needs in the community and work to create real and lasting change.

**Constituency**

Founded as NetworkWilliamsburg in 2007, we changed our name in 2014 to reflect our growth across the region. Today, NetworkPeninsula serves the nonprofit sector on the Virginia Peninsula, including greater Williamsburg, Newport News, Hampton, Gloucester, Mathews, and Poquoson. NetworkPeninsula is a 501(c)3 organization.

Our programs have been accessed by more than 300 nonprofits of all types, including human services, arts & culture, education, and faith-based; and of all sizes and budgets.

In addition to direct services provided to the local nonprofit community, NetworkPeninsula also serves as a point of contact for hundreds of individuals, businesses, civic & faith-based groups on the Peninsula to connect them with local nonprofits to offer in-kind products, volunteer time, technical support, and pro-bono services. We engage hundreds more through fundraising events and collection drives that are coordinated with area businesses, civic groups, and churches and designed to benefit multiple nonprofits.

“In gathering with so many of our colleagues, we have been inspired, encouraged and affirmed in the work that we do daily. Thank you so very much for this excellent and valuable opportunity.”

*Via anonymous survey following workshop*
Major Accomplishments

- In 2018, the inaugural Report on the *State of the Nonprofit Sector on the Peninsula* was released. The Report was prepared in partnership faculty at Christopher Newport University. The goal of this Report is to highlight the value of the nonprofit sector locally, as well as their impact on the economy, and challenges they face in building their capacity to remain sustainable. Data in the Report was based on surveys collected from 126 local nonprofits.

- The new *Nonprofit Management Institute*, a joint initiative with Thomas Nelson Community College, was launched with registration opening for classes to begin in January 2019. The Institute is the first of its kind to be offered on the Peninsula. It will offer participants the opportunity to obtain Certificates in multiple nonprofit disciplines and, ultimately, a Certificate in Nonprofit Management.

Key Programs

Continuing Education - Nonprofit EXcellence in Training (NEXT)

*NetworkPeninsula* offers a series of monthly workshops that focus on foundational topics essential for the continued development of nonprofit staff at all levels. We also partner with the Bernardine Franciscan Sisters Foundation to offer a series of workshops that are geared toward nonprofit leaders and Board members and focus on forward thinking issues. Since 2008, our NEXT program has provided 120 workshops to more than 1,000 staff, Board, and volunteers representing over 300 nonprofit organizations.

- In 2018, *NetworkPeninsula* hosted 13 continuing education workshops for nonprofit staff. These workshops reached 162 participants (undupl) representing 101 nonprofits. Two additional Forums, our 3rd Annual Legislative Breakfast and our 2nd Faith-Based Forum, were also held, in partnership with the Bernardine Franciscan Sisters Foundation. The Legislative Breakfast welcomed 61 representatives from 43 local agencies, along with representatives from every locality on the Peninsula, in addition to the State Senate, House of Delegates, and House of Representatives. Our Faith Forum welcomed 52 representatives from 25 local agencies, and representatives from 12 area churches.
Board Network

Our Board Development Series is designed to develop leaders who can help nonprofits make an impact on the community. It is essential for nonprofits to have a productive, knowledgeable, and committed Board of Directors who are aware of what is expected of them, as well as what they can expect from the nonprofit they are serving in terms of support, transparency, and accountability. In addition, they need to better understand the roles of the entire board, as well as their relationships with staff, volunteers, and constituents.

- In 2018, NetworkPeninsula provided four Board Development classes to community members serving on local nonprofit Boards. The classes welcomed a total of 65 individuals (undupl) representing 38 local agencies.

- Also in 2018, NetworkPeninsula launched a new Onboarding Class, offered to new Board members just starting their term of service. The class was offered in January and June and welcomed 40 participants. Some of our nonprofit members have made this Class a requirement of joining their Board.

Expanded Outreach

Network Connections – connects hundreds of nonprofits on the Peninsula with the community at large, expanding their reach out across the communities they serve. This program includes weekly E-newsletters accessed by 1,000+ individuals, businesses & civic- and faith-based groups across the Peninsula to let them know of the most recent volunteer needs, item needs & upcoming events of our local nonprofits. In addition, our website enables community members to learn more about our local nonprofits and their programs, needs, and ways to get involved. Finally, this program enables us to serve as point of contact for individuals, businesses, and groups seeking to initiate service projects, organize collection drives, volunteer their time, and/or donate items.

- In 2018, our Network Connections program connected with more than 1,000 community members. As a result, we facilitated the donation of hundreds of items, including flooring, furniture, office supplies, printers, and computers to local nonprofits. We also coordinated the pro bono services from local professionals who provided IT, legal consultation, accounting & other services to our nonprofits.
Other Direct Services & Capacity-Building Programs

Grants Database – Our nonprofit members have access to grant opportunities that we have compiled from across the country and put into one place. Our Grant Database is organized by program category and includes deadlines, funding criteria, and direct link to RFPs. We also feature grants for students, teachers, and volunteers who serve our community.

Annual Impact Forums - These annual events bring together leaders from the private, public, and nonprofit sectors, as well as local community leaders. Topics involve emerging issues that affect all of these sectors. Presentations and round-table discussions serve to identify the impact these issues have on our work.

- In 2018, the 7th Annual Impact Forum was NetworkPeninsula’s largest Forum to date, with 165 nonprofit, business, and community leaders gathered to hear from an internationally-known researcher, author, and nonprofit expert from Johns Hopkins University.

Peer Advisory Groups – held exclusively for Executive Directors with separate coffees held exclusively for Development Directors. These have quickly become valuable networking opportunities for Directors to learn about other nonprofits, share ideas on similar challenges or issues facing their organizations, and to simply find ease of mind knowing they are not alone in the challenges facing nonprofits.

- In 2018, 10 groups of Executive Directors and Development Directors met separately throughout the year and involved 52 (undupl) participants representing 39 local nonprofits. Each group of Directors gathered to share challenges, ask questions, and gain new insights into their work from colleagues in the same position.

Youth Network – to help kids of all ages, and their families, learn the many ways there are to get involved in our communities. We include youth volunteer opportunities, collection drive and other service project ideas, and grants and scholarships available to youth involved in service projects.

Community Partnerships – work with businesses, civic & faith-based groups to recruit volunteers; encourage participation in events; secure items; and coordinate collection drives & work days, fundraising events to benefit multiple nonprofits, and discounts for nonprofits.

Resource Library & Job Openings – We post the latest stats, links to news & trends affecting nonprofits today; as well as the latest Job Openings from our nonprofit members.

“Thank you as always to Network Peninsula for your outstanding work as a resource for nonprofits in our community. I find the Grants Database to be extremely beneficial, and I use it every time there is an update. The workshops I have attended have also been valuable. I appreciate what you do and look forward to continuing as a member.”

Craig Gallaer, Grant Writer, Virginia Peninsula Foodbank
2018 Program Accomplishments

- **3rd Annual Legislative Breakfast** welcomed 61 representatives from 43 local agencies, along with representatives from every locality on the Peninsula, in addition to the State Senate, House of Delegates, and House of Representatives.

- **2nd Annual Faith Forum** welcomed 52 representatives from 25 local agencies, and representatives from 12 area churches.

- **NetworkPeninsula** held its largest Impact Forum to date, with 165 nonprofit, business, and community leaders in attendance. We were pleased to welcome a national speaker from Johns Hopkins University who spoke on the future of the nonprofit sector.

“As always, NetworkPeninsula puts together events that are incredibly effective and powerful for nonprofits in our community. You serve as a vital resource for us, and today you placed us in front of numerous decision-makers that we might not otherwise be able to access as readily on our own. It is very beneficial to meet leaders from other nonprofits and network with them to find common ground and opportunities for collaboration…”

*Ellen Williams, Behavioral Specialist, Center for Child & Family Services*
Numbers Served in 2018

In 2018, NetworkPeninsula offered **30 programs** to **387 individuals** (unduplicated) representing **155** nonprofits from across the Virginia Peninsula.

- **500** people visited our website on average each month
- **13** monthly continuing education workshops welcomed **162** workshop participants representing **101** local nonprofits
- **4** Board Development Classes welcomed **65** individuals representing **38** local nonprofits
- **10** groups of Executive Directors and Development Directors met throughout the year, welcoming **52** participants who represented **39** local nonprofits
- **1,000+** individuals, businesses, and civic & faith-based groups accessed our Weekly *Community e-Newsletters* to learn about the needs, news, and events of our local nonprofits

Agency Resources

![Breakdown of Expenses](image)

**NetworkPeninsula** employs one full-time staff person who is responsible for administrative and program functions, with the help of one paid intern, volunteers and Board members. Total annual expenses for 2018 were $65,374. Direct service/program expenses comprise 83% of our budget and 17% of our expenses were donated via pro-bono services and in-kind donations.

Management/administration and fundraising expenses comprise 17% of our expenses and are covered by annual nonprofit membership fees that range from $50 to $150 based on an organization’s annual operating budget.

Our Board of Directors and Business Advisory Council, in partnership with the Executive Director, continue to meet the remaining budget needs by securing business partnerships, event sponsorships, and event registration fees.
**Growing Forward**

As we move into our 12th year, NetworkPeninsula is well positioned to provide hundreds of nonprofits on the Peninsula with capacity building programs and services designed to help them find **security in sustainability**. We continue to strengthen relationships with United Way, local Foundations, and community leaders to raise awareness about issues facing the nonprofit sector, encourage groups to work together to tackle these issues, and highlight the value of the nonprofit sector on the health of our communities.

In 2019, NetworkPeninsula will be working with Ron Monark, a professor at William & Mary, to complete a new Strategic Plan. This process will include meetings with our stakeholders, including nonprofit members, community members, partners, and board members. The end result will be a fresh look at our business model and a defined and strategic focus on programming in 2020 and beyond.

NetworkPeninsula is committed to meeting the growing needs of our nonprofit members. Based on interviews and surveys taken following every workshop, we are currently exploring partnerships with area business professionals to offer discounted or pro-bono assistance to nonprofits in need of legal, accounting, and human resource consultation on an as-needed basis. We are also moving closer to our goal of creating a “Hub” for nonprofits to gather for continuing education; networking; mentoring opportunities; in-depth grants research capabilities; and consultation with legal, accounting, fundraising, and other professional experts as needed; as well as shared office space, shared administrative support, and access to a library of resource materials.

Finally, we continue to move toward our vision of a *Networked Community*, with everyone working together to create meaningful and lasting change in the greater Williamsburg area and beyond.

“My membership with NetworkPeninsula has been invaluable as a new Executive Director of a nonprofit. The opportunities to connect are excellent, the workshops are informative, and it’s all very accessible to busy people who are striving to advance the mission of their respective organizations.”

*Via anonymous survey following new Leadership Cohorts*