

The Most Common Legal Errors continued...

Learn about the problems that most commonly expose non-profits, as well as their officers and directors, to needless liability including matters concerning officer and director fiduciary duties, conflicts of interest, by-laws, taxation, human resource practices, personnel policies, worker discrimination/harassment/retaliation, employee termination and insurance. Our goal is to enable you to exercise proper risk-management strategies to minimize the impact of problematic situations before they even arise.

Contracts, Risk Management and Insurance 101: What Non-Profits Don't Know May Hurt Them (OD)

Monday, November 7, 7:00 to 9:00 pm

*Presenters: Robert Pitkofsky, Esq., and Avi Epstein,
Westrock Insurance Group*

In these difficult financial times, it is more important than ever to scrutinize your working relationships and contracts in order to reduce risk while still receiving the services promised. Unfortunately, some non-profits are stymied by the legal terms and simply avoid properly managing their contracts and insurance. In this seminar, you will learn about relationship management, contracts (indemnity, fees, termination rights, arbitration, audits, contractor status), disaster recovery plans, and insurance (types for staff and volunteers, policies, certificates of insurance, etc.) for non-profit businesses.

Directions to Cornell Cooperative Extension from Palisades Interstate Parkway:

Take the Palisades Interstate Parkway north to Exit 14 (Willow Grove Road). At the end of the exit ramp, turn right onto Willow Grove Road and drive about ¼ mile to the first traffic light; turn left at the light onto Patriot Hills Drive. The Extension Education Center is the fourth building on the right side.

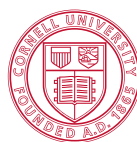
*Cornell Cooperative Extension of Rockland County provides equal program and employment opportunities.
Please contact the Cornell Cooperative Extension of Rockland County office if you have any special needs.*



Business Series for Non-Profits

CERTIFICATE IN NON-PROFIT SUSTAINABILITY PROGRAM

*Sponsored by Key Bank and
the Institute for Non-Profits,
an educational program of
Cornell Cooperative Extension of Rockland.*



Cornell University
Cooperative Extension
Rockland County

10 Patriot Hills Drive
Stony Point, NY 10980
(845)429-7085
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Building Strong & Vibrant Communities in New York State

The Certificate in Non-Profit Sustainability

is a proven effective approach to building, growing and sustaining a healthy non-profit organization. You may enroll in individual classes or take the full Certificate Program, which will:

- provide a blueprint for non-profit best practices;
- increase your organization's credibility with potential funders;
- provide the skills to be competitive in a time of shrinking resources.

Five interconnected areas provide the basis for non-profit sustainability:

1. **Leadership Development** focuses on building the skills of board members and management staff so they can effectively and efficiently run the non-profit. Highlights include: board roles and responsibilities, board development, team building, succession planning, and board/management training.

2. **Organizational Development** focuses on building solid internal systems for the non-profit businesses. Highlights include: incorporation/501(c), financial management, human resources, technology, organizational structure, and policies and procedures.

3. **Program Development** focuses on creating and enhancing non-profit programs and services. Highlights include: planning, assessment, development, implementation, management, and evaluation.

4. **Revenue Development** focuses on ensuring that the non-profit has a continuous, diversified stream of revenue. Highlights include: fundraising, grant writing, capital campaigns, and planned/annual giving.

5. **Community Engagement** focuses on building partnerships with all sectors of the community. Highlights include: marketing, collaboration, mergers, and advocacy.

If all five areas are operating effectively and efficiently then the non-profit business will be sustainable.

REQUIREMENTS

The **Certificate in Non-Profit Sustainability** requires completion of **nine seminars: four core seminars and five elective seminars**. The Certificate Program **must** be completed within 18 months from your first registration date.

The **four core seminars** are:

- Non-Profit Fundamentals
- Financial Management
- Human Resources
- Strategies of Fundraising

The **five elective seminars** include a minimum of two hours of education in each of the five areas of non-profit sustainability:

- Leadership Development (LD)
- Organizational Development (OD)
- Program Development (PD)
- Revenue Development (RD)
- Community Engagement (CE)

Application **and** registration forms must be completed for enrollment in the Certificate in Non-Profit Sustainability. Mail forms and check, payable to Cornell Cooperative Extension of Rockland, to:

Cornell Cooperative Extension
10 Patriot Hills Drive
Stony Point, NY 10980
Fax: (845) 429-8667

IMPORTANT INFORMATION

Any course with two dates requires attendance at both sessions. Please register early. Seating is limited. If you are unable to attend, inform us immediately to make this opportunity available to others. All seminars will be held at Cornell Cooperative Extension unless otherwise noted.

FALL 2011

CORE SEMINAR DESCRIPTIONS

You may enroll in individual classes or take the full Certificate Program.

Non-Profit Fundamentals

November 28 & December 5, 5:45 - 9:00 pm
(must attend both sessions)

Presenter: Patricia Latona, RN, MS – Program Director, Masters in Public Administration in Health Administration; and Masters in Public Administration, Rockland Graduate Campus of Long Island University, Orangeburg, NY

Learn about the essential elements at the core of all successful non-profits:

- Mission, vision, value statements
- Incorporation/501(c)
- Organizational structure
- Best practices
- Strategic planning
- Board / staff / volunteers
- Program development, management and evaluation
- Strategic alliances

Financial Management in a Non-Profit Business

October 6 & October 13, 5:45 - 9:00 pm
(must attend both sessions)

Presenter: Donalee Berard, CPA – Partner at Berard and Donahue, Certified Public Accountants, PC, Established in 1984, Suffern, NY

Learn everything you need to know to make your non-profit business financially sound:

- Non-profit accounting principles; financial statements, balance sheets, income statements
- Tax return requirements: state, federal, recent changes
- IRS and NY State regulations: donations, raffles, fundraising, thank you letters
- Audits and Audit Committees
- Bookkeeping and accounting procedures: investments, internal procedures, cash, payroll, in-kind donations
- Fraud concepts

Strategies of Fundraising

October 18, 5:45 - 9:00 pm
(one session required)

Presenter: Sr. Peggy Scarano, O.P., Director of Development, Dominican Sisters of Sparkill; Rockland Development Council

Learn the pros and cons of a variety of different fundraising methods:

- Direct mail
- Annual appeals/membership campaigns
- Special events: dinners, golf outings, dances
- Planned giving and bequests
- Capital campaigns
- Major gifts and endowments
- Grant writing
- Public relations marketing: newsletters, donor recognition, relationships

Human Resources in a Non-Profit Business

November 1 & 15, 5:45 - 9:00 pm
(must attend both sessions)

Presenter: Devora Lindeman, Esq. – Partner at Greenwald Doherty LLP, Orangeburg, NY

Take a detailed look at personnel management, including:

- Mandates/laws that cover employees, independent contractors, consultants, interns, and volunteers
- Laws that govern the hiring process, termination, discipline and performance
- Discrimination/harassment laws
- Personnel files: records retention
- Employee benefits: wages, overtime, meals, breaks, travel
- Employee handbooks/Personnel policies: dress code, electronic and telephonic equipment, drug free work place, sick days, vacation, personal days, health insurance, jury duty, bereavement leave, military leave
- Disability, workers compensation, family/medical leave act
- OSHA obligations

FALL 2011

ELECTIVE SEMINAR DESCRIPTIONS

You may enroll in individual classes or take the full Certificate Program.

Introduction to Finding Funders (RD)

December 8, 6:30 - 8:30 pm, Location: Suffern Free Library, 210 Lafayette Avenue, Suffern, NY

Presenter: Dianne Takeuchi, MSW is the founder of Knowledge for College®, an organization dedicated to promoting the overall well-being of young students. She is a graduate of the Leadership Rockland Program and most recently served as a trainer for the Rockland Community Capacity Building Initiative for non-profit organizations, where she specialized in helping non-profit businesses find grant funding sources.

This hands-on program provides an introduction to the Foundation Centers Directory Online, one of the key online tools for finding funders. Learn how to create customized searches to develop lists of prospective foundation and corporate donors that will match your non-profit's funding needs.

Effectively and Efficiently Managing Your Volunteers (PD)

November 3, 8:45 am - 12:00 noon

Presenter: Donna Cooke, CCE Educator; Certified Volunteer Administrator

According to the Council for Certification in Volunteer Administration (CVAA), the ability to apply skills required for competent volunteer management is based on five core competencies, regardless of the setting or type of organization where volunteers are at work. This course will present an overview of the five core competencies: Ethics, Organizational Management, Human Resources Management, Accountability, and Leadership and Advocacy.

Becoming a Better Leader (LD)

Thursday, October 20, 5:45 - 9:00 pm

Presenters: Jonathan Fanning, President of The Growth Coach, has been coaching leaders from Fortune 500 companies to sole proprietors for over a decade. As a strong and engaging presenter, Fanning has the ability to inspire audiences to make a lasting changes in their leadership.

Are you willing to improve your leadership capabilities? This highly experiential class gives leaders a chance to put leadership principles into action. Participants will not only learn and practice the character traits and skills of the greatest leaders but also create a personalized development plan to sustain leadership growth.

Best Board Practices (LD)

Wednesday, October 26, 2011, 7:00 - 9:00 pm

Presenters: Wylene Branton Wood, (VCS Inc., African American Historical Society of Rockland County); Shelly Berger (United Way, Cornell Cooperative Extension); Joseph Allen (Rockland Business Association, People to People, Good Samaritan Hospital Foundation, Rockland County Police Chiefs Foundation).

Board members face a tremendous civic and personal responsibility for the organizations they guide and govern. This panel discussion will focus on best practices that local non-profit Boards have adopted – from orientation and retreats for Board members, to running effective meetings, creating personnel policies, developing strategic plans, avoiding/managing risk and more. Board members from several well-respected organizations will share their best practices, with plenty of time for questions and answers.

The Sweet 16: The Most Common Legal Errors Exposing Non-Profits to Unnecessary Liability (OD)

Tuesday, November 29, 6:00 - 8:00 pm

Presenter: Michael West, Esq. is a legal advisor for the New York Council of Nonprofits, Inc. and a founding partner in the law firm of Watson & West, PLLC. Michael's practice is devoted exclusively to issues concerning non-profit, tax-exempt organizations, particularly those involving corporate, tax and employment law. He provides a wide variety of legal services to charitable organizations and educational institutions and is a recognized advocate for the non-profit community.

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