

2023



**Nonprofit Association
of Washington**

Learn. Advocate. Collaborate.

**ANNUAL
REPORT**



Nonprofit Association
of Washington
Learn. Advocate. Collaborate.

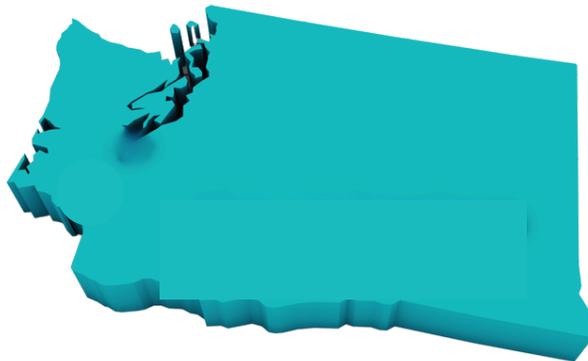
LEARN

Throughout the year, NAWA continued to deliver an outstanding learning program and fully returned to in-person learning, along with continuing to host online learning opportunities.

In-Person Learning

We held in-person learning events in 13 counties.

- Chelan
- Clallam
- Franklin
- Grays Harbor
- Island
- Lewis



- Pierce
- Spokane
- Thurston
- Walla Walla
- Whatcom
- Whitman

Online Learning

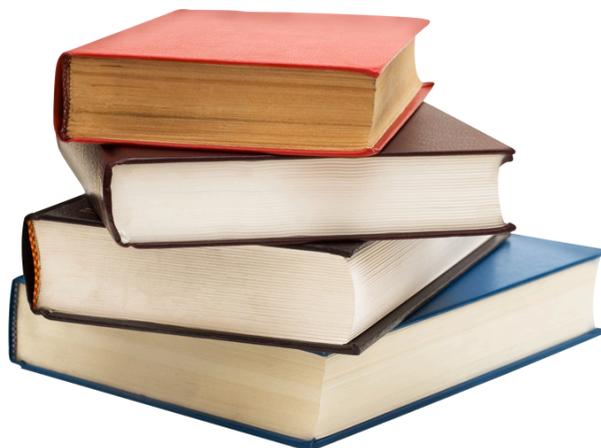
We added new subjects to our online learning options, covering topics impacting nonprofits the most.

3,179

Video Views

52,999

Minutes Watched



90

Events

2,795

Registrations



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Accessibility

We have continued our dedicated efforts to enhance the accessibility of NAWA learning spaces and on-demand content. A significant milestone in this journey is the update of our five [Safety & Health in Nonprofits videos](#), which now feature ASL picture-in-picture to better serve the deaf and hard-of-hearing community. Furthermore, we have expanded our support for translation requests at online and in-person events by incorporating the AI platform, Wordly, alongside our existing live simultaneous interpretation services. This integration allows us to cater to a broader audience and ensures that language is never a barrier to accessing our content.

Spanish

We hosted 7 Spanish Language Events and launched [Recursos en Español](#) – a landing page for all of NAWA’s Spanish language resources and upcoming events increasing accessibility for Spanish speakers.

Nonprofit Summits

We held two Nonprofit Innovation Summits:

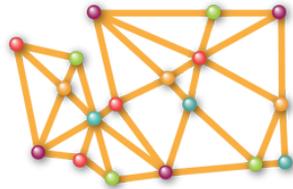
- Centering Equity in Fundraising
- Overcoming Burnout & Embracing Healing



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Washington State Nonprofit Conference

Moving Boldly

May 17-19, 2023

Washington State Nonprofit Conference

The Washington State Nonprofit Conference had 809 registrants, two days of online programming, and one day in person in Tacoma, Washington. Our featured speakers included Donna Murray-Brown from the National Council of Nonprofits and Meico Marquette Whitlock from Mindful Techie.

“

“Thank you NAWA for the amazing conference. I have benefited a lot from the conference on all 3 days. I look forward to taking back all I have learned to my team and organization so it can continue to be better in all facets of our work.”

- 2023 WSNC Participant



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ADVOCATE

We created the Advocacy Building Blocks series to enhance nonprofit advocates' capacity ahead of the 2024 Nonprofit Action Day. Additionally, we held our inaugural forum for legislators to educate them about the nonprofit sector.

Policy

We collaborated with the Gambling Commission to revise rules concerning nonprofit fundraising, simplifying raffles and games of chance. Moreover, we effectively opposed Pre-Judgement Interest, preventing a substantial rise in nonprofit insurance rates.

Nonprofit Action Day



Washington State Governor Jay Inslee and NAWA Board Member Chisa Blair



Washington State Representative Chipalo Street and NAWA Policy Director Tiffany Brace



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ADVOCATE

139 nonprofit leaders attended the first Nonprofit Action Day in Olympia, Washington and our annual Nonprofit Legislative Reception, which featured Governor Inslee and Representative Chipalo Street.



Attendees of the Legislative Reception and Nonprofit Action Day.

We also:

Throughout the year, we facilitated over 50 meetings with state and federal lawmakers, advocating for crucial changes. We also formed the Nonprofit Government Contracting Coalition, which has grown to over 200 members. Additionally, we coordinated a powerful sign-on letter with 117 signatures, pushing for government contracting reform at the state level.

"Thank you for helping me know where to start - the advocacy process can be so intimidating."

-NP Leadership Conference Workshop Participant



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COLLABORATE

NAWA values collaboration and makes a sincere effort to build meaningful relationships across our state nonprofit community.



We organize and facilitate NAWA's Community Slack with 5 private and 22 public channels.

In 2023, our Community Slack grew to 1,022 members.

Community Engagers

We partnered with 7 Community Engager organizations that build nonprofit capacity in their regions of Washington (and some statewide).



...having an additional nonprofit resource with NAWA made it easier to direct folks interested in learning more about nonprofit work, resources, or workshops. We hope to continue collaborating and bringing NAWA learning events in our community.

- **Greater Kitsap Chamber**



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Chamber of Commerce

With support from a Washington State Department of Labor & Industries (L&I) small business outreach contract, NAWA developed partnerships with five chambers of commerce and business alliances around the state.

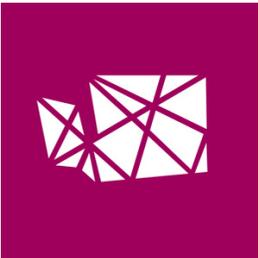
Not only did chamber partners and their communities get connected to additional nonprofit resources, but they also developed greater familiarity with L&I resources and increased awareness of the L&I Small Business Liaisons.



Equity Ambassadors

This diverse group of leaders helped bridge gaps across the nonprofit sector and open doors throughout rural communities so that nonprofits in Washington have better & equal access to resources.

- Chauné Fitzgerald
- Deanna Lane
- Eada Talal Al-Soodani
- Elizabeth Perez
- Melissa Chaudhry
- Melodie Garcia
- Pamela Williams
- Victor Loo
- Meaghan Schroeder



MEMBERSHIP

We revamped our New Member Call to reflect our updated language on how we connect NAWA program offerings with membership and our work to increase content accessibility.

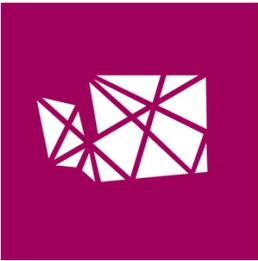
Largest Sub Sectors of NAWA Members

Human Services (83), Education(60), and Arts, Culture, and Humanities(57)



Membership retention, defined as members who remain after their first year of membership, increased from 65% in 2021 to 75% in 2023.

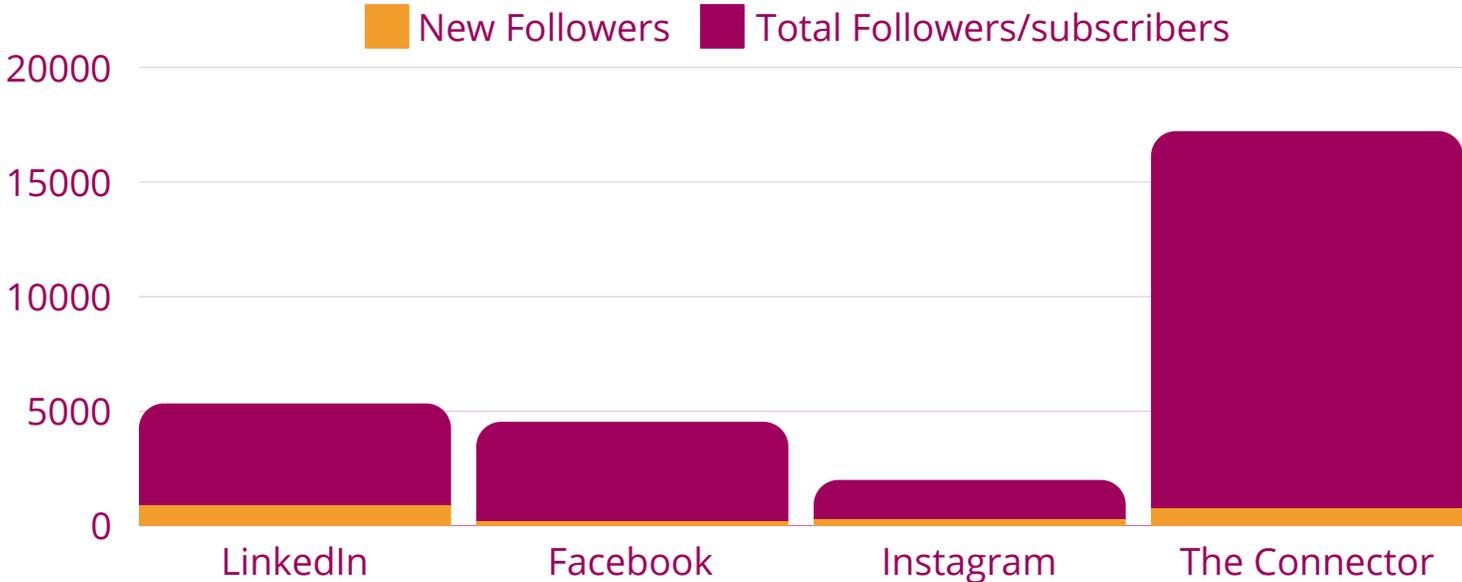
NAWA gained 196 new organizational members bringing our total to 714 members overall.



COMMUNICATE

NAWA has four main distribution channels to share information with our audience: Our Newsletters (The Connector, Policy, Learning), LinkedIn, Facebook, and Instagram).

Followers on Social Media Platforms



NAWA Platforms

The Connector Newsletter

The Connector newsletter is a free monthly publication intended to share education resources, and information, and help build community within the nonprofit sector in Washington State. We update the community on what’s happening at NAWA, learning and funding opportunities, and updates on our advocacy work.

[Sign-up for The Connector](#)

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

[Vimeo](#)



Nonprofit Association of Washington

Learn. Advocate. Collaborate.

NAWA convenes a powerful network of nonprofit organizations across Washington State to learn, advocate, and collaborate so that nonprofits can achieve their missions

As an organization we:

- Supported our first two employee sabbaticals – NAWA was excited to send two employees on sabbatical, the first two staff members to be able to use this new benefit.
- Prepared for executive transition – After 7 years of serving as NAWA's executive director, Laura Pierce announced her retirement in December 2023. NAWA's Board created a Search Committee and contracted with the Valtas Group to prepare for a comprehensive search for a new Executive Director.
- Continued to build a strong and diverse staff – NAWA welcomed several new staff members and has a diverse staff working across the state, from Puget Sound to Spokane and the Tri-Cities.

Thank you to our members, partners, and all of the supporters of nonprofits in Washington State.

Nonprofits in Washington State rely heavily on community support; lacking this crucial backing often leads to closures, thereby restricting the resources available to local communities. NAWA tirelessly advocates for all nonprofits in the state, and supporting NAWA translates to a vibrant, dynamic, and adaptable sector that uplifts communities statewide.

