



Nonprofit Fundamentals Certificate Program

The Pathways' Nonprofit Fundamentals workshop series will help your organization build a sustainable future by increasing your knowledge of running a successful nonprofit. Nonprofit Fundamentals Certificate Program courses are offered to nonprofit organizations based in the 18 counties of western North Carolina. Take eight of the 20 Nonprofit Fundamentals courses in the series to earn a Nonprofit Fundamentals Certificate! A maximum of 3 participants per organization are required to register for each class.

Fundamentals workshops are free for participants from WNC-based organizations with budgets under \$50,000. For organizations with budgets over \$50,000, each online course costs \$50 per person. *Pathways is committed to making these courses accessible to all nonprofit leaders in WNC. If you would like to attend but the cost is a barrier, please don't hesitate to reach out to us at contact@nonprofitpathways.org.*

Upon completing each course, participants affiliated with nonprofits based in and serving one of the 18 western North Carolina counties will be eligible for **three hours of free follow-up coaching** to help you implement what you learned back at your organization. Coaching will be provided on a first-come, first-served basis and dependent on instructor availability.

Please let us know if you need special accommodations to attend workshops. It is requested that individuals requiring language interpretation, auxiliary aids such as sign language interpreters, and alternative format materials notify us at least seven working days in advance. Every reasonable effort will be made to provide accommodations in an effective and timely manner.

FALL 2024 Class Information:

[*click the class title to register](#)

CLASS DETAILS:

[Grant Writing 101: Fundamentals of Effective Grant Proposals](#)

Instructor: Simone Adams

Date: September 11 & 12; 9:30 am – 12:30 pm

In the world of nonprofit organizations and projects, securing funding is crucial to fueling impactful programs and running efficient operations. The Grant Writing 101 course is designed to provide participants with a comprehensive introduction to the essential principles and techniques of successful grant proposal writing. Whether you're a novice seeking to learn the ropes or you've submitted a few grants and want to refine your skills, this course will empower you with the knowledge and tools needed to craft compelling grant applications. More than the basic elements of grant writing, this course offers grant strategy. Course content includes tips and resources for finding funders aligned with your organization's mission, building compelling narratives, creating project budgets, conveying your impact through measurable objectives, and more. Plus, we'll explore how to use AI to help build your grant proposal. By the end of Grant Writing 101, participants will be equipped with the foundational skills to create persuasive grant proposals that effectively communicate their projects' value and potential impact.

[Coaching for Top Performance](#)

Instructor: Althea Gonzalez

September 18 & 19: 9:30 am - 12:30 pm

Coaching is an essential tool in being an effective leader and is critical to generating top performance in your team. As a coaching leader, you can help your team translate thought into action and take responsibility for their results. Adopting a coaching style when engaging with your staff will improve your ability to lead, manage, develop, and support them to do their best work. In this hands-on, interactive workshop, you will:

- Explore your strengths and growing edges in coaching
- Learn and practice key coaching skills
- Learn how to add a coaching approach to almost any work conversation
- Begin to see the benefit to you and your team of spending time on developing others

Part of this workshop content is based on the book: *Coaching Skills for Nonprofit Managers and Leaders: Developing People to Achieve Your Mission* by Judith Wilson and Michelle Gislason. Purchasing this book for the class is not required, but it's a highly recommended resource. "Effective leaders must have the ability to motivate others, grasp complex issues, act with purpose, and provide a compass for others to follow." – Doug Silsbee

[Fundraising Essentials 101](#)

Instructor: Angela Kemper, MA, CFRE

September 25 & 26; 9:30 am – 12:30 pm

Many nonprofit organizations face unprecedented demand for services, and most face organizational challenges and uncertainty related to funding. Because fundraising is not just about money, this context requires a deeper commitment to building meaningful relationships with donors and developing a sound, strategic approach. This session addresses effective methods of raising money and encouraging inclusive philanthropy. Discover new ideas and strategies that will strengthen your fundraising program today and into the future. Learn current trends in giving, annual giving programs, direct mail, prospecting new donors, and managing your donor base. You will be guided from "the ask" to "the acknowledgment" so you can create a donor journey that draws people closer to your mission and impact and expands your base of support. This interactive course is designed for staff, board members, and volunteers who want to strengthen how they engage donors and secure essential funding.

[Strategic Planning: Inclusive Planning & Responsive Strategy](#)

Instructor: Beth Trigg

October 16 & 17; 9:30 am – 12:30 pm

Change is constant, and our world is changing more rapidly than ever before. Responsive nonprofit organizations are agile enough to evolve and adapt strategically over time while staying true to shared vision and values. Planning and strategy can be ongoing, dynamic processes driven by evaluation and data and guided by community voices. Nonprofits can engage in inclusive and equitable planning to create strategy. In this interactive session, you will gain an understanding of participatory planning, learn how to gather and incorporate community data to inform planning, practice using key tools for inclusive planning and strategic decision-making, and build skills to create strategy to guide your organization toward your vision. We will also explore organizational culture as key to creating and implementing strategy and discuss elements of inclusive, equitable, and positive organizational culture. This course is appropriate for representatives from organizations of any size or developmental stage, whether you are new or experienced in the nonprofit field.

Financial Management

Instructor: Wade Rogers, CPA

November 6 & 7; 9:30 am – 12:30 pm

This course provides an understanding of financial management for nonprofits and focuses on topics integral to nonprofit fiscal management. Learn finance terms as they relate to the effective operation of a nonprofit organization. Discuss how to track income and expenses for specific programs to fulfill funders', donors', and IRS expectations. The roles of the Board, staff, and committees are covered. Become familiar with the standards of excellence for nonprofit organizations and gain an understanding of basic internal safeguards, financial statements, budgeting, and surviving an audit. Participants will understand the broader financial realm of nonprofit organizations – where they work or volunteer.

Exploring Equity 101

Instructor: Danae Aicher

November 12 & 13; 9:30 am – 12:30 pm

This six-hour course is designed for people working in nonprofits who want to affect change within their organizations. Whether or not you are new to an equity journey or have a developed lens and analysis, the workshop will support you in:

- Examining your organization's commitment and readiness for institutionalizing DEI/B/J (Diversity, Equity, and Inclusion/Belonging/Justice),
- Exploring and developing language, and
- Understanding and framing dominant and oppressive culture.

After the workshop, participants should be prepared to go back to their organizations ready and able to engage in an institutional conversation about DEI/B/J, support the start and/or continuation of an organizational DEI/B/J journey, and graduate to Pathways' Exploring Equity 201 course offering, which moves participants to operationalizing equity.

Board Basics

Instructor: TBD

Date TBD

Facilitating Community Engagement and Collaboration

Instructor: Aisha Shepherd & Allison Sturtevant-Gilliam

Date TBD

Centering the voices of those most impacted is crucial for all organizations to create sustainable, equitable, and meaningful work. Engaging the community requires extending the table and ensuring seats to those whose perspective and wisdom will provide an understanding of community priorities and aspirations. This workshop will provide the space to explore community engagement beyond the checkbox by offering a real, practical framework and tools to partner effectively with the community. At the end of this session, you will be able to:

- Define "community engagement"
- Name different methods for engaging the community
- Discuss the barriers that are often present in engaging the community
- Outline actionable steps specific to engaging your community

INSTRUCTOR BIOS (in alphabetical order by first name):



Aisha Shepherd is an advocate who believes in the power of community. She is a facilitator of change, guiding systems, organizations, and community partners in centering equity. Aisha believes that community is an integral part of the work and that the voices of the community should offer a guide, particularly those with lived experience of poverty, marginalization, and injustice. Aisha has over 17 years of experience in county government, including social work, community engagement, and justice services, and is now the Vice President of Community Engagement at United Way.



Allison Sturtevant-Gilliam worked with individuals, families, professionals, and organizations within messy social systems for over 17 years. Allison developed an ability to compassionately name dynamics and truths that are often at play in complex situations. With a goal of promoting alignment and shared vision, Allison weaves information and perspective into contemplative spaces that give context for conflict and chaos and offer a path forward. Allison has proven skills in crafting opportunities to learn, grow, and shift, balancing content informed by science, the voice of lived experience, and best practice with the wisdom of those present and engaged. Allison understands the essential component of discomfort in the process of change and growth and compassionately holds space to allow learning to settle.



Althea Gonzalez is a seasoned, bilingual (English/Spanish) and bicultural professional with over 20 years of experience in the nonprofit and philanthropic sector in a range of consulting, coaching, and leadership roles with an emphasis on projects involving grassroots, immigrant, and Latinx communities. She's worked with hundreds of organizations across the US, facilitating community conversations, leading grantmaking programs, and providing consultation and training on organizational capacity-building topics such as board development, equity, and strategic planning. In addition to her work with organizations, Althea is an executive coach serving as a thought partner, an accountability coach, and a resource connector for organizational leaders. She holds an MA in Adult Education, specializing in Training & Development, from NC State University and a BA from the University of Chicago. Althea has lived in Western North Carolina for over 25 years. Born and raised in Miami, Althea is the proud daughter of Cuban refugees.



Angela Kemper, MA, CFRE, is a successful fundraiser, trainer, and consultant with expertise in strategic communication that has generated results in nonprofit and corporate organizations for more than 30 years. She has held executive positions for fundraising and membership programs, leading to successful multimillion-dollar capital campaigns, double-digit increases in annual campaigns, special events, and membership growth, and expanded staff and board capacity. As a consultant for more than 22 years, Angela has worked with nonprofits and funders in North Carolina, the Southeast, and nationally. Her expertise includes annual and campaign fundraising, donor base analysis and portfolio development, membership program growth, nonprofit capacity building, strategic planning, and board development. She is an Association of Fundraising Professionals Certified Master Trainer and has completed BoardSource's Certificate of Nonprofit Board Consulting. She is a speaker and workshop facilitator on fundraising, boards, and nonprofit capacity.



Beth Trigg is a consultant with over 20 years of experience in nonprofit strategy, facilitation, and capacity building. Beth has worked as a staff member, board member, volunteer, and consultant in nonprofits from the grassroots level to statewide, national, and international organizations. Her consulting practice, Taproot Consulting, provides counsel, support, training, planning, and facilitation to help community-based organizations build skills and capacity. Beth has participated in and facilitated collective work for two decades within nonprofit organizations and community groups. As a consultant, she supports groups in building strategy, culture, and structure to sustain and expand their work. She is committed to equity and inclusion and brings those values to all of her work. Beth is intimately familiar with the challenges and rewards of working in the nonprofit environment -- too often feeling under-resourced, under-staffed, and overworked, yet full of passionate and committed people capable of amazing things.



Danae Jones Aicher is the founder and principal of CultureValue, LLC, an equity, inclusion, and belonging consulting and training firm birthed here in the mountains of western North Carolina. Danae is an experienced Equity and Inclusion facilitator with a gift for creating brave spaces for people to address difficult topics around race within their organizations. Danae is a former mass communications professional with a degree in history and more than 20 years of experience in news, politics, and public relations. She utilizes her experience to help teams understand how racist systems and policies replicate and perpetuate themselves in an ongoing cycle unless they are intentionally interrupted.



Simone Adams is an expert grant writer and strategic fundraising coach with 20 years of nonprofit experience. Simone holds a Master of Fine Arts in writing and is talented at developing compelling nonprofit narratives that merge emotional stories with quantifiable data to appeal to the “heart” and “mind” of grant reviewers. Through her strategies to find mission-aligned funders and develop tailored grant proposals, Simone has achieved an impressive 85% award rate for her grant submissions. She’s worked with both grassroots and start-up nonprofits as well as multi-million-dollar nonprofits. Her seasoned experience includes roles as an executive director, development director, board member, and fundraising consultant. Her experience and passion for nonprofit storytelling provide her with a well-rounded perspective to coach others on achieving their grant writing goals.



Wade Rogers, CPA, has over 30 years of experience in accounting and finance, including 20 years in the nonprofit sector. A Certified Public Accountant, he is a graduate of Florida State University (BA in Accounting) and the University of Illinois (MS in Accounting). Wade started his career with an international public accounting firm, followed by positions with a multinational manufacturing company in the US and France. Transitioning to the nonprofit sector, Wade has worked as the controller of a private foundation and finance director of several nonprofit public charities. In addition to his work with WNC Nonprofit Pathways, he now works as an independent consultant assisting nonprofit organizations in implementing and maintaining effective financial reporting and control environments.