



Nonprofit News

CAPACITY BUILDING

GRANTS / FUNDRAISING |

RESOURCES / EDUCATION |

VOLUNTEERS / EVENTS

December 2016

Volume 1 - Issue 1

Welcome to Nonprofit News

Yuba-Sutter Economic Development Corporation (YSEDC) is please to present our Nonprofit News e-newsletter. We are committed to assisting our local nonprofits in building capacity and with their programs and projects. We will provide you with informative articles, technical assistance, grant opportunities, and post your upcoming program and fundraising events.

The newsletter will be produced bi-monthly. Our grant specialist, Cynthia Roderick will be chairing this project. If you wish to submit an article to promote an event, please submit it 15 days prior to our publication date. Publication dates will be on or around the 15th of the month beginning February 15th, 2017. You may submit your articles in microsoft word, pdf, or jpeg formats to Cynthia via email at: croderick@ysedc.org.

We hope that you will take advantage of this newsletter to build the capacity of your nonprofit organization and market your events.

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YCCAA

PUBLIC SECTOR REPRESENTATIVES

- District 1 - Richard Webb
- District 2 - John Nicoletti
- District 3 - Vera Correa, Chair
- District 4 - VACANT
- District 5 - Randy Fletcher

PRIVATE SECTOR REPRESENTATIVES

- Michael Harris - Secretary/Treas.
- Steve Duckels - Vice Chair
- Vernon Kuska
- Don Schrader
- VACANT



Marketing Strategies to Increase Donations This Holiday Season

FEATURED NONPROFIT MARKETING PLAN - *by Jeremy Silverstein*

Over 50 percent of all nonprofits receive the majority of their annual funding during the holiday season. Is your organization poised to maximize year-end donations? Implement your marketing strategies now as you prepare to increase your donations this holiday season.

1. Spruce Up Your Website

Make your website attractive when you perform a few housekeeping tasks. Update it to ensure it's mobile-friendly, optimize the copy with relevant keywords, and check the links to ensure they work properly. Create a large, colorful and clickable donation button; and keep the donation form short and sweet.

2. Update Your Social Media Sites

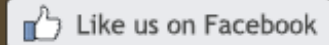
Get your social media platforms - including your blog, Twitter, Facebook and Instagram accounts - updated for the holiday giving season. Share your mission, post information about how you plan to use the donations you receive, and plan consistent, engaging holiday-related posts.

[More....](#)

LOW INCOME REPRESENTATIVES

- Raymond Gonzales
- Dennis Giboney
- Marlys Eatmon
- Angelica Bravo
- Angie Gates

www.yubacares.org



GRANT OPPORTUNITIES

Funding can be problematic for many nonprofits and spending hours searching for grant opportunities can be very time consuming. Yuba-Sutter EDC will provide grant opportunities when their grant specialist finds one that meets Yuba and Sutter County priority needs.



At this time we have one that would be ideal for those who programs deal with hunger, adult self-sufficiency and homeless shelters. The funder is Amerprise Financial and the grant deadline is January 15th and May 15th. This application must be applied for on-line. Click on the following to get to their website: [Amerprise Grant Opportunity](#)

U.S. Bank - Community Possible Grants: Click on the following link to review the funding focus and eligibility criteria: [US Bank - Community Possible Grants](#)



SCCAA

PUBLIC SECTOR REPRESENTATIVES

- District 1 - Gabriela Urdaneta
- District 2 - Kenneth Brooke
- District 3 - Barbara Fasano
- District 4 - Sharon Foote, Vice Chair
- District 5 - Matt Conant

PRIVATE SECTOR REPRESENTATIVES

- Paul Basi
- DeeDee Brady
- Barbara Cucchi
- Malinda Bogdonoff
- Jeff Stephens

Resource Listing Review -Updates Requested



We have included a list of resources in the Yuba-Sutter region for low-income residents on the yubacares.org and suttercares.org websites. Please take a moment to review and let us know if we are missing any service or if the services listed need to be updated. THANK YOU

Need Volunteers?

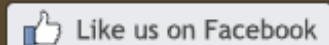
VolunteerMatch.org offers a variety of tools and services to help your organization recruit new volunteers; how to manage volunteers and prospects; and how to make your organization a fun, challenging, and rewarding place to volunteer. Register your organization at VolunteerMatch.org. This is a free resource and it only takes a few minutes to register.



LOW INCOME REPRESENTATIVES

- Jaswinder Sandhu
- Michael Reeves
- Tim Fullerton, Secretary
- Nina Martinez
- Jackie Sillman, Chair

www.suttercares.org

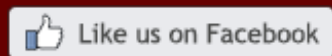
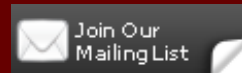


HMIS

Homeless Management Information System (HMIS) is a shared homeless and housing database system administered by Sutter-Yuba Behavioral Health. HMIS can improve the services and programs for homeless and low-income households by allowing authorized staff at partner agencies to share client information and to follow trends and service patterns over time. HMIS operates over the Internet and uses many security protections to ensure confidentiality. Participation in the HMIS program is important to our community's ability to provide the homeless with the best services and housing possible.

All local agencies are highly encouraged to use this important tool - IT IS FREE OF CHARGE. Please contact John Floe at JFloe@co.sutter.ca.us or (530) 674-1885 extension 114 to gain access and/or for further information.

For more information please
visit our website
www.ysedc.org



Providing tools, solutions and resources to simplify business.