



2009 Annual Report Contest

Even though nonprofit organizations aren't required to produce annual reports, there are many good reasons for doing so. Annual reports can help you demonstrate your accomplishments to stakeholders and future donors, cultivate new partnerships, recognize important people, and burnish your organizational brand.

At The Nonprofit Partnership, we believe that an effective annual report helps bolster your standing in the community and advances your image as a professional and highly competent organization. To stimulate the production of high quality annual reports in the local nonprofit community, The Nonprofit Partnership is conducting a competition for the most effective annual reports. Two awards of \$2,500 will be made, one to an organization whose annual revenues exceed \$500,000 and one to an organization whose annual revenues are less than \$500,000. Detailed contest rules and timeline follow below.

A well-presented annual report addresses the following questions that stakeholders and the public have about nonprofits and their activities:

Who are you and what do you do?
What are your recent accomplishments?
What do you bring to your field that is unique and important?
Are you a well-managed organization?
Why should the community care about you?
How can donors, volunteers, and the general public participate in your work?

Exactly how you design and structure your annual report is up to you, but an effective annual report will usually contain the following elements:

- Executive Letter
- Mission Statement
- Major Achievements, Outcomes, and Results
- Thematic Narrative
- Success Stories
- Photos and Graphics
- Financial Information
- Lists (of Donors, Staff, Board)
- How You Can Help

Rules for Entries

1. Organizational annual reports should be for 2008 and can feature financial data with a year ending no earlier than 6/30/08.
2. Entries must include one printed copy and an entry form downloadable from The Nonprofit Partnership website. The entry form must include a link to a web-based pdf or other electronic version of the report.
3. All entries must be received at The Nonprofit Partnership offices at 459 West 6th Street, Erie, PA 16507 by 4:00 pm on August 28, 2009.
4. Entries in both the small and large organization categories will be judged by a multi-disciplinary review panel. Winners will be announced and prizes will be awarded on Nonprofit Day, October 21, 2009. Winners must be present to accept awards.

For more information and annual report resources please visit www.nonprofitannualreports.net. An entry form for your 2009 submission follows below.



2009 Annual Report Contest Entry

Date:

Organization Name:

Address:

City, State, Zip:

Telephone:

Contact Person:

E-mail Address:

Date of Publication/Release of Annual Report:

Link to Electronic Version of Report (URL):

I certify that the enclosed is an official public copy of the 2008 organizational Annual Report for the applicant nonprofit organization. If selected for an award, the organization promises to attend Nonprofit Day on October 21, 2009 and work with The Nonprofit Partnership to advance best practices in annual report production to the nonprofit community.

By:

Printed Name and Title:

