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OUR MISSION

The INS Group helps nonprofits, government agencies, and faith-based institutions **create innovative solutions** to build their capacity and sustain their programs and services.

We accomplish this by assessing, designing, and implementing organizational development strategies that focus on improving effectiveness and enhancing the organization's sustainability. The INS Group was established in 1999 and provides organizational development and capacity building services nationally.

Message from the President



As we settle into a new year, I wanted to take the opportunity to reflect on 2018 and share an inspiring story about one of our clients.

Last year, The INS Group had the opportunity to work with an incredible group of women who had all experienced the loss of a child, grandchild, niece, or nephew to gun violence. Together, they are [Mothers Stronger Together](#), based in Danville, Virginia.

Each of these women had suffered terrible losses. But they were committed to saving the lives of vulnerable youth in their community, and they also wanted to serve as a support system for families who had lost children to violence. Thanks to support from the Danville Neighborhood Development Corporation and the Danville Regional Foundation, The INS Group was able to help these women create strong mission and vision statements, identify core principles, and draft a strategic plan.

The mission of Mothers Stronger Together is to serve as a support system for mothers and family members who have lost children to violence and to be a voice for vulnerable youth living in Danville and its surrounding areas. Mothers Stronger Together accomplishes this by serving as:

- a network and connector to support systems for youth and their families, with an emphasis on relationship building;
- a voice and advocate for disconnected, "hidden" youth; and
- a convener of community engagement and awareness activities with all sectors of the community.

As I listened to these brave women's heart-wrenching and inspiring stories, I was moved by their passion and commitment to creating a safer community. It also reminded me why I do this work—to help others who are dedicated to solving a problem in their own corner of the world.

As all of us work toward setting new professional and personal goals for 2019, it's also important to pause and reconnect with the things that motivate us to get out of bed each day.

Here's to an inspiring 2019! We invite you to reach out to [The INS Group](#) for all your strategic planning, fundraising, and training needs in the coming year.

Happy New Year,

Ruth A. Peebles, President
The INS Group



CLIENT SPOTLIGHT: Shepherd's Care Medical Clinic

Nine years ago, Leona Doner was battling diabetes and needed insulin—but she didn't have health insurance. At the time, Doner was working as a Licensed Practical Nurse (LPN) for an organization that was part of the North Carolina Association of Free & Charitable Clinics (NCAFCC). While attending a meeting, she learned that she could start a free clinic herself—and Shepherd's Care Medical Clinic was born.

[Shepherd's Clinic](#), located in Zebulon, North Carolina, is a free rural healthcare clinic that serves as the medical home to 1,200 uninsured individuals living in four neighboring counties. Doner started the clinic after learning that the NCAFCC was offering \$20,000 startup grants to qualified individuals.

The startup clinic team consisted of Doner and four volunteer doctors. "We are not a faith-based organization, but we are people of faith," she says. After sharing information about the clinic throughout the community, Doner quickly found a number of volunteer recruits. "The whole clinic is based on God's provision for us," she says.

Today, Shepherd's Clinic's takes a holistic approach to healthcare with services that focus on internal medicine for chronic diseases such as diabetes, hypertension, and COPD. Additional services include prescription assistance, nutritional counseling, behavioral health, and monthly cardiologist visits. In addition, the clinic has partnerships with Project Access in Wake and Johnson Counties to offer care to specialty patients, and it provides mammograms and blindness prevention services through Rex Mobile.

To qualify for services, clients must be 200% or below the federal poverty line with no insurance. The clinic serves patients living in four rural counties, many of whom face transportation challenges around obtaining medical care. "This area has a lot of cross sectors," explains Doner. "Patients might live in one county but work in another.

This mishmash can make it hard for people to access care because they don't meet certain criteria based on their address or other factors."

In 2015, Shepherd's Clinic began working with The INS Group to expand its capacity. "Now, more than ever, funding for nonprofits is getting harder and harder to find. There are more hands in the pot than there ever were before," explains Doner. The INS Group helped Shepherd's Clinic secure a new multi-year grant to support daily operations, and it is currently writing a grant in support of behavioral health and case management services. "Ruth Peebles is a whole picture person, and she believes in the projects that she writes the grants for," says Doner.

As a former uninsured person, Doner understands the importance of her clinic's services. "I used to be one of the people I served," she says. Doner remembers one patient from the early days of the clinic who particularly needed care. "A young lady was sent to us from the emergency room. She was in a car accident, but a nurse in the ER noticed a lump in the woman's throat and said she had to get it checked out. So this patient came to us at Shepherd's Clinic. She was a single mom with a three year-old, and it looked like she may have had a goiter. We sent her to an endocrinologist through Project Access, and he found a surgeon who was willing to do the surgery and take it out. At the surgery, they discovered it was thyroid cancer and removed it all. She's been fine ever since! But who knows how far it would have gone before she came in for medical care," remembers Doner.

Running a free health clinic isn't easy, but Doner offers encouragement to others. "Keep fighting and going at it from whatever ways you can properly get funding. I have been taken to the edge of the precipice so many times," she says. "Just keep truckin'!"

[Contact The INS Group](#) today to learn more about our grant writing and grant research services for nonprofits and faith-based organizations.



Tax Law Changes—What Nonprofits Should Expect

The Tax Cuts and Jobs Act of 2017 established a number of changes to the tax code. While few of these changes will affect the day-to-day operations of most nonprofits and faith-based institutions in 2019, these overhauls are still expected to significantly impact giving trends among individual donors. For instance, the National Council of Nonprofits estimates that nonprofits may see [donations shrink by as much as \\$13 billion next year](#).

Here are four changes to the tax code that nonprofits should be aware of in 2019:

1. Standard deduction and itemization of charitable contributions. The 2017 Tax Act raised the standard deduction to \$12,000 for single taxpayers and \$24,000 for married couples filing jointly. In addition, many deductions have been eliminated altogether. As a result, the number of filers who itemize and write off charitable deductions—currently estimated at 30 million—is expected to drop to as few as 5 million, or 13% of total filers.

As [Forbes points out](#), “charitable giving has never only been motivated by tax deductions... [but] those deductions have been an important part of the planning process and have often defrayed significant portions of the costs of donating.” In the coming year, nonprofits may see a downturn in contributions—including cash and like stock—from individuals who no longer receive a substantial tax break from their charitable giving.

2. Increased giving capacity among individuals. In prior years, individuals were permitted to donate up to 50% of their Annual Gross Income (AGI) to public charities and private foundations. In 2019, this percentage will increase to 60%—providing a significant incentive for individuals to increase their giving. In the coming year, nonprofits may see larger-than-average gifts from individuals, particularly their most loyal and high-wealth donors.

3. Unreimbursed business expenses for employees. In the past, employees could deduct business expenses amounting to greater than 2% of their AGI. This was a helpful benefit to employees of nonprofits and faith-based organizations, who often used this deduction to offset costs for business-related mileage, travel, and other expenses. In 2019, individuals will no longer be able to write off these types of expenses. Nonprofits should consider establishing [accountable reimbursement plans](#) that allow employees to receive reimbursement from the organization itself for these types of expenses—without paying FICA, Medicare, or SECA taxes.

4. Work-related moving expenses. In 2019, individuals will no longer be able to write off work-related moving expenses. Nonprofits and faith-based institutions should keep this in mind for employees who accept work positions far from their current location, as well as clergy members who move frequently.

[Click here](#) to learn more about The INS Group’s short- and long-term fundraising and development planning services.

5 Fundraising Trends for 2019



1. Social media fundraising and cybersecurity.

In May 2018, Facebook released new requirements for Facebook pages that purchase [ads or boosted posts](#) with “political content.” Ads must now prominently disclose the source of funding and will be archived for up to seven years in a public database. Since Facebook’s interpretation of “political content” seems to be very broad—spanning topics including the environment, civil rights, education, and more—most nonprofits and faith-based institutions that use Facebook to fundraise will now have to go through a multi-step authorization process in order to do so. [Click here](#) to learn more and start the process so that your organization can seamlessly fundraise in 2019.

2. **Crowdfunding.** This online fundraising medium is more popular than ever among individual donors, nonprofits, and faith-based institutions. In 2018, crowdfunding sites played an important role in disaster recovery efforts for victims of Hurricane Florence and the Camp Fire. Three popular platforms last year were [GoFundMe](#), [Global Giving](#), and [Indiegogo](#).

3. **Video.** Almost half of individuals report watching videos on Facebook and YouTube for at least one hour each week, and one-third of all online activity is spent watching videos. [Adobe’s Premiere Rush CC program](#) makes it simple to edit videos and post them directly to social media, and [YouTube](#) has an easy online editor.

4. **Employee-driven corporate gifts.** Increasingly, employees are helping to drive their corporate employers’ philanthropic efforts through enhanced corporate social responsibility programs. Examples include having employees nominate local nonprofits for grant awards, matching gift programs, and large-group volunteer days. Read more about [employee giving habits in 2019 here](#).

5. **Donor Advised Funds (DAFs).** DAFs are giving vehicles administered by public charities for individuals, family, and corporations and have grown steadily in popularity since the 1990s. Donors make a charitable contribution, receive an immediate tax deduction, and then recommend grants to be distributed from the fund over time. Today, grants from DAFs comprise 3% of all total giving in the United States. [Learn more about DAFs here](#)—and look out for a more detailed article on this topic from The INS Group in spring 2019!

Does your organization need help navigating fundraising in 2019? [Contact The INS Group](#) today to learn how we can support you!

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The INS Group can assist you with:

- Organizational Assessments
- Strategic Planning
- Strategic Fund Development Planning
- Board Development
- Grant Writing and Research
- Board Fundraising Training
- Executive Coaching
- Project Management
- Marketing Communication