



# FINANCIAL MANAGEMENT & METRICS

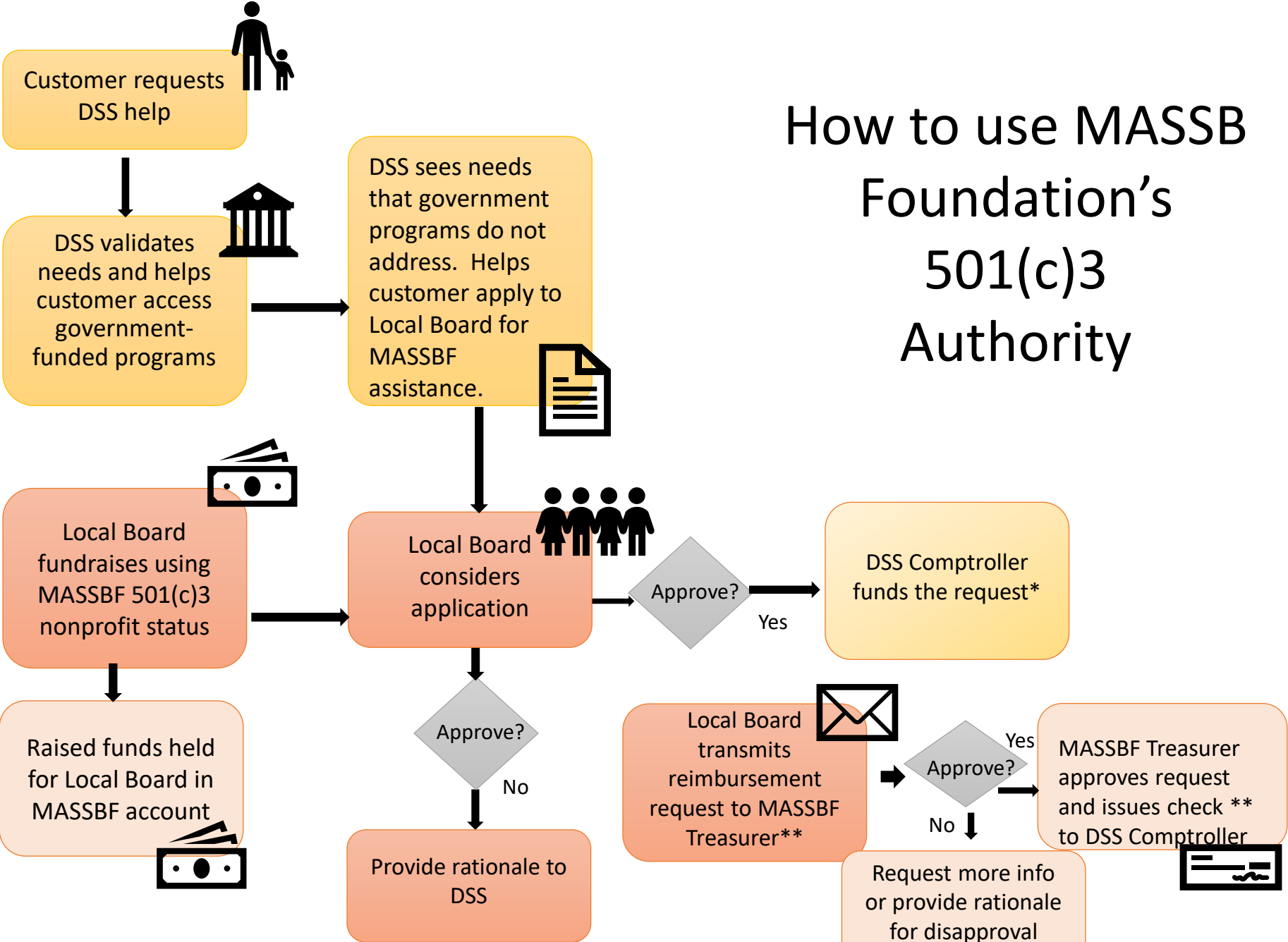
2023 Annual Conference Workshop

13 October

Presented by:

Chris Cummings &  
Karen Lane

# How to use MASSB Foundation's 501(c)3 Authority



\*DSS must maintain separate line of accounting for the Board

\*\*MASSB Treasurer only funds 1 check/month for each board

# Funds Management


Local Boards may deposit checks and cash directly into the MASSB checking account. Donations may also be received via website at [www.massbfoundation.org](http://www.massbfoundation.org)

Local Boards must notify the MASSB Foundation Treasurer when funds are deposited or donated via the website

Local Boards must keep internal records of income and expenses and balance with the MASSB official records quarterly

Local Boards must also keep and report metrics information

# Allowable Expenses for Boards



Basic Needs (examples)	Opportunities & Growth (examples)
1st Month's Rent	Angel Tree gifts
Clothing (if not job related)	Bus passes and UBER/LIFT/taxi rides
Emergencies (e.g. hotel stays, plumbing)	Car repairs, insurance, payments
Food (for homeless or emergency)	Clothing/shoes for work
Mortgage Arrearages	Customer Incentive Program (w/DSS)
Rental Arrearages	Driver's Ed for teens and adults
Security Deposits	Education, job training, licenses
Utilities Arrearages	Enrichment Programs for Children
Health & Safety (examples)	Govt docs (birth certificates, IDs)
Hearing Aids	Holiday meals
Home modification and repair	School Supplies
Hygiene products and toiletries	Sports (uniforms, fees, etc)
Medical costs and Prescriptions	Summer Camp for at-risk youth
Oral care	Support for Family Service Centers
Sanitation/ Cleaning for seniors	Support provided to senior centers
Support for Child Advocacy Centers	
Support for domestic violence shelters	

# How Do I Request Funds From My MASSBF Account?

**MASSB Foundation**

**Withdrawal Request Form: Date:**  
 MASSB Foundation  
 P.O. Box 2351  
 Annapolis, MD 21401

Re: Withdrawal of Funds

Please be advised that the Advisory Board for the **XXX County Department** of Social Services has duly approved resolutions authorizing and recommending the release of \$\_\_\_\_\_ from our account within the MASSB Foundation.

Our Advisory Board represents and covenants that the funds being distributed will be used solely for the purpose of paying expenses associated with programs that are consistent with the charitable purpose of the mission of the XXX County Department of Social Services (DSS), **Advisory Board Fund**. (If your fund has a name, use it here). Specifically, the disbursement will fund:

These funds will be held in an account by DSS and will be disbursed to individuals or those whom money out requests have been approved by our Advisory Board with specific oversight and guidance by said board, through the next several months. Funds will be accounted for in a separate line of accounting by DSS.

The funds being requested should be made payable to **XXX County Department of Social Services** and should be mailed to the following person:

Department of Social Services  
 Attention: Comptroller  
 Address

To expedite processing, please be sure to mark the envelope CONFIDENTIAL., and add **Advisory Board Fund Name** in the memo section of the check. Please send the undersigned a copy of your letter transmitting payment to the above and send a copy of that letter to the trustees of the MASSB Foundation.

Best Regards,

**Board Chair or Finance Officer**

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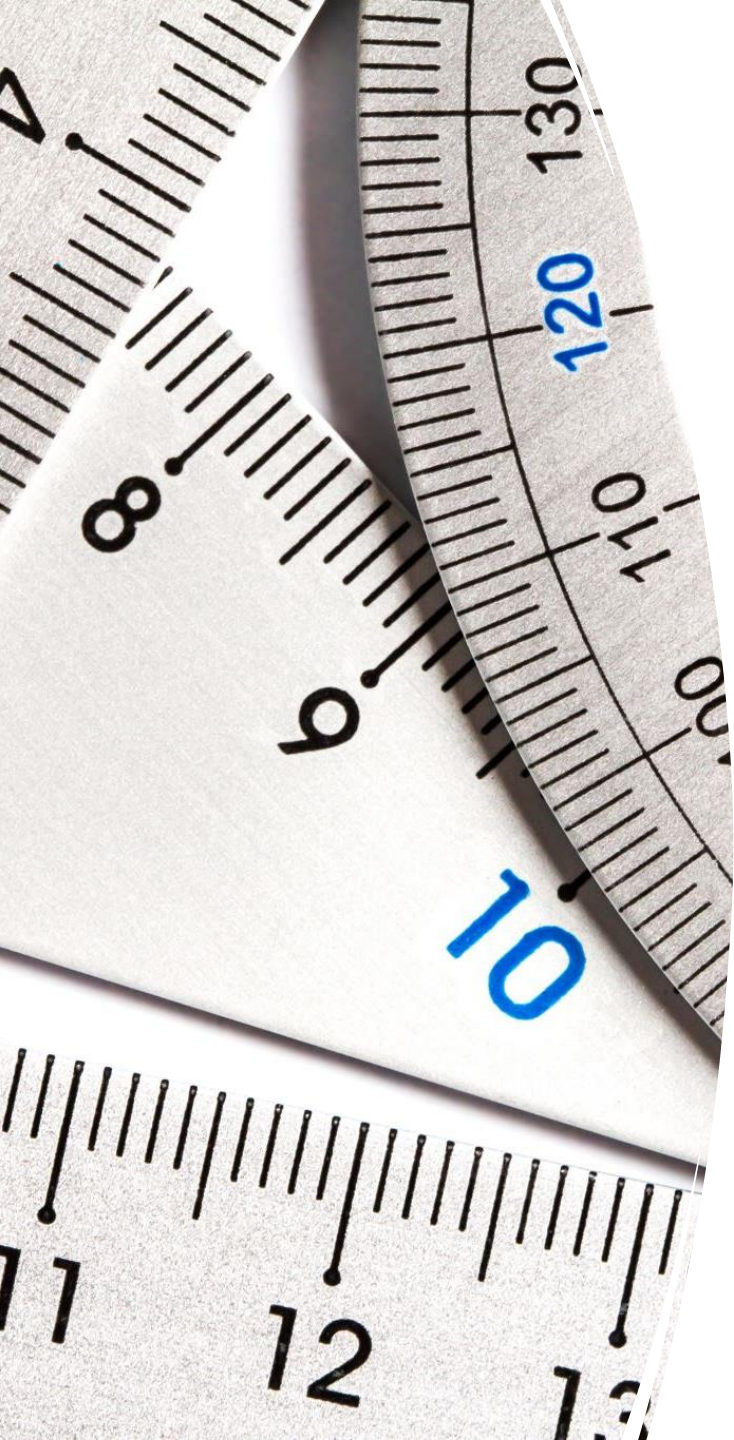
**MASSB FOUNDATION  
 Withdrawal Request**

**Schedule 1: Information about Disbursement Request**

Category of Expense (from Form 990 by Row #)	Fundraising Expense	Program (Services) Expense
22. Grants and Allocations	\$ _____	\$ _____
26. Salaries and Wages		
30. Professional Fundraiser		
31. Accounting Fees		
32. Legal Fees		
33. Supplies (including software)	\$ _____	\$ _____
34. Telephone		
35. Postage and Shipping	\$ _____	\$ _____
36. Occupancy		
37. Equipment and Maintenance		
38. Printing and Publishing	\$ _____	\$ _____
39. Travel (food, trips)	\$ _____	\$ _____
40. Conferences and Meetings	\$ _____	\$ _____
43. Other - Insurance		
43. Other - Admin Fee (prog mgmt)		
<b>TOTAL</b>		

Submit this form and cover letter via email to [trustee@massbfoundation.org](mailto:trustee@massbfoundation.org).

See Board Handbook Pages 27-28. [BOARD RESOURCES | MASSB Foundation](#) for example of cover letter.



# Metrics

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Presented by Karen Lane

# Metrics: Why do we need them?

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- Metrics are used for various reasons
  - To provide financial oversight and accountability
  - For IRS and State Filings
  - To achieve Charity Accreditation
  - To apply for Grants
  - To encourage and maintain Donors
- Boards have previously been required to report metrics annually, but will be required to report metrics on a quarterly basis beginning in 2024



# How Do We Measure?

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- It is easy to count “heads and beds”, but are we making a difference? Will we achieve our vision?

*“We envision a quality of life in the state of Maryland in which individuals and families achieve self-sufficiency and are safe from abuse, neglect and financial distress.”*

- It is HARD to measure “social impact”!



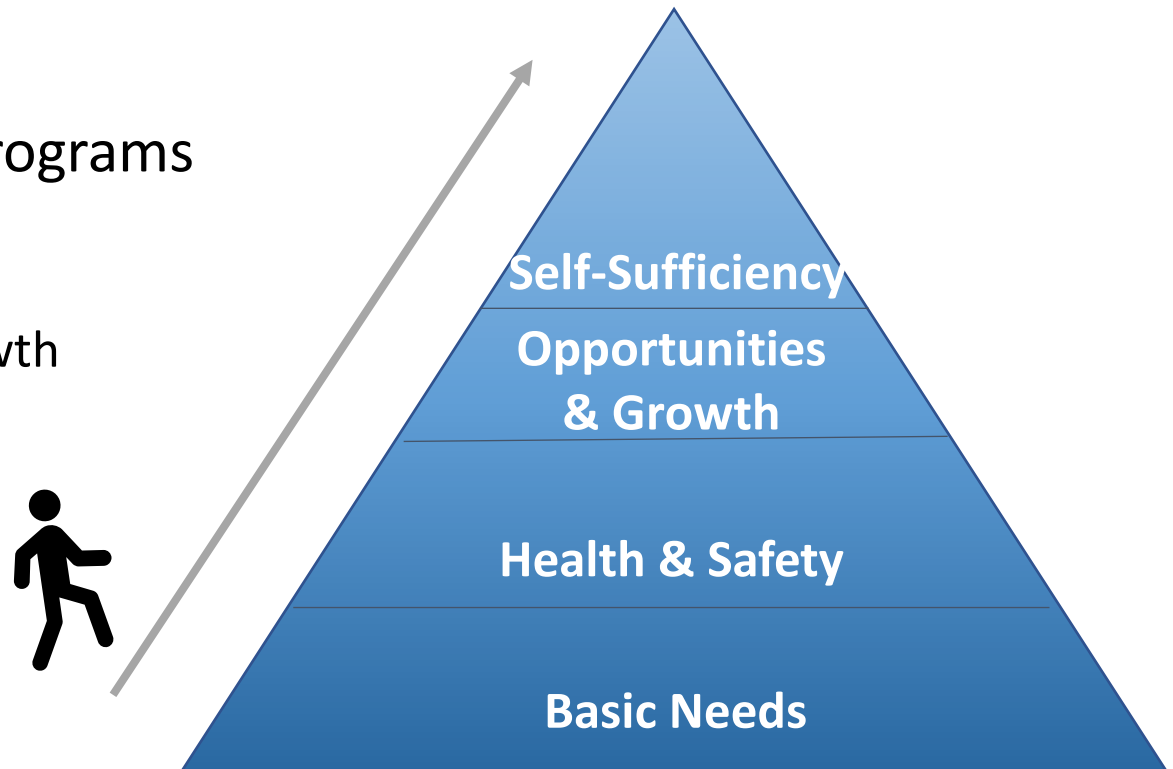


# Our Approach

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- Define MASSB “Programs” to help us articulate what we do.
  - Use a logic model to link our current metrics with stories and research to show how our activities are resulting in social impact.

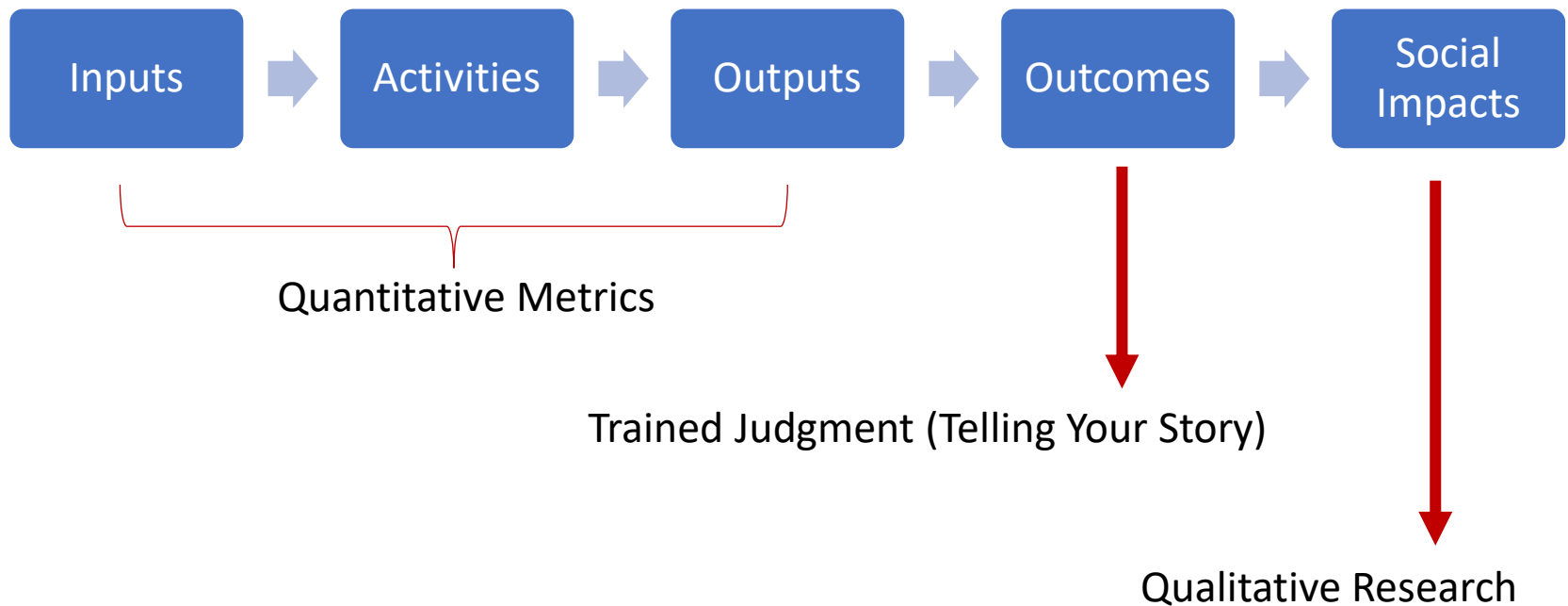
# How Does MASSB Foundation Support the Community?

- MASSB Foundation Programs
  - Basic Needs
  - Health & Safety
  - Opportunities & Growth

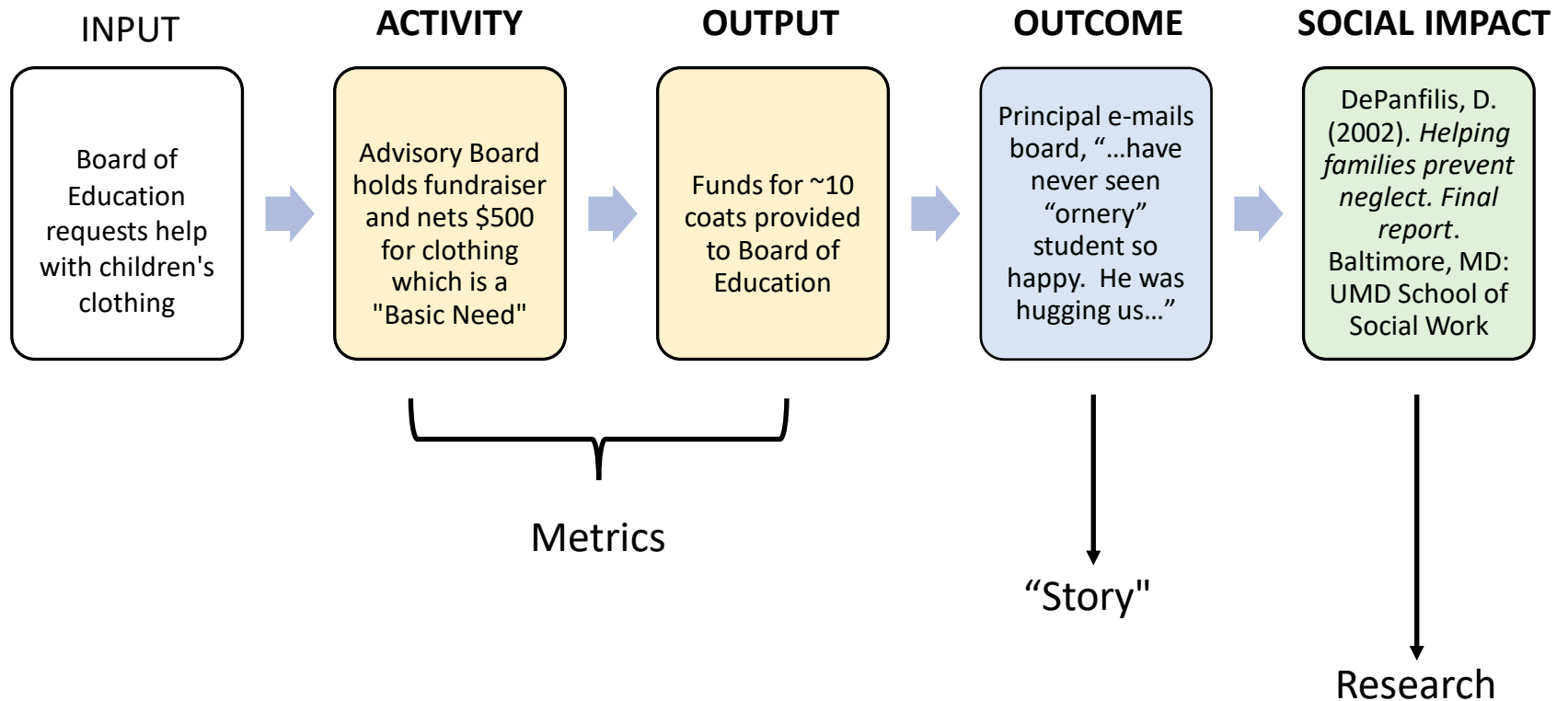


# The Logic Model

- The logic model provides a framework for combining different types of measures: quantitative, trained judgment, and qualitative research.



# MASSB Foundation Example



# Financial & Metrics Workbook

COUNTY or BALTIMORE CITY: \_\_\_\_\_

FINANCIAL METRICS	Revenue	Total as of June 30	Total as of Dec 31
	Gross Profits from Fundraisers (\$)		
	Donations & Grants (\$)¹		
	<b>Total Revenue</b>		
	<b>Program Expenses²</b>		
	Basic Needs		
	Health & Safety		
	Growth & Opportunity		
	<b>Total Program Expenses</b>		
	<b>Overhead Expenses</b>		
	Fundraising		
	Paypal/Bank Fees		
	Web/IT Costs		
	Other (describe)		
	<b>Total Overhead Expenses</b>		
	<b>Total Expenses</b>		
<b>Profit/Loss</b>			
ACTIVITY METRICS	<b>COLLECTED ANNUALLY</b>		
	# Events (Fundraisers, Drives & Outreach)³		
	# Items Collected (e.g. coat drives)		
	# Social Media Followers⁴		
	# Individuals Supported: Basic Needs		
	# Individuals Supported: Health & Safety		
	# Individuals Supported: Growth & Opportunity		

Collected Quarterly

**NOTES:**

1. Funds received by local boards thru donations & grants (including Maryland Charity campaign)
2. Funds expended to help people in need. See list of allowable expenses below.
3. Outreach includes participation in community fairs to reach potential donors; events designed to reach people in need; news articles or media to raise awareness about community need or the Local Board/MASSB Foundation.
4. Followers of local board social media (FaceBook, Instagram, etc). Do not include social media managed by DSS.

## Conclusion

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Good financial management and metrics reporting are critical to the effectiveness of your board

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It's not as hard as it looks...if you need help, just ask!

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Don't forget to thank your donors and sponsors!



# Who are we?



**MASSB:** The Maryland Association of Social Services Boards consists of all local Social Services Advisory boards. This organization meets annually and elects its Board of Directors, who serve for 2 years.



**MASSB-F:** This is the MASSB Foundation, which was established in 2007 to allow MASSB to fundraise. The Foundation holds the 501(c)(3) authority for all MASSB members. Each local board has its own line of accounting within the Foundation's financial system. The Foundation is governed by a Trust and is managed by a group of Trustees.

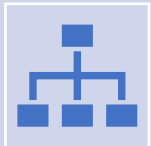


**MASSD:** This is the Maryland Association of Social Services Directors. The Directors meet regularly to address common concerns, review proposed legislation, and oversee common systems.

# What do we do?



**The Board of Directors (MASSB)** coordinates policy and legislative analysis with DSS, DHR and the local boards; organizes and conducts the annual conference; and manages the MASSB Main account



**Foundation Trustees (MASSB-F)** are responsible for oversight of all financial holdings, strategic planning for the organization, and for identification and election of officers to the Board of Directors



**The MASSD Liaison** is the conduit between the Foundation and the DSS Directors and provides guidance to the Trustees and the Board on DSS policy, processes and procedures and identifies areas where the Foundation can provide support.

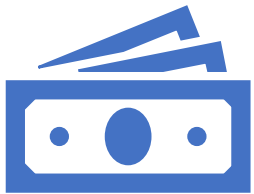




# MASSB Foundation Executive Team

- We are comprised of the MASSB Board of Directors, the Foundation Trustees and a MASSD Liaison
  - Tony Wohlers, Chair
  - Mark Poerio, CFO
  - Chris Cummings, Trustee
  - Kenneth White, Trustee
  - Karen Lane, Trustee
  - Marquette Rogers, Board President
  - Melissa Teitelbaum, Board Vice President
  - Shawn Ashworth, Board Secretary
  - **Vacant – Board Treasurer**
  - Oscar Mensah, MASSD Liaison
- We are a very experienced, diverse group and hail from various counties throughout Maryland
- We provide support to the local boards and are responsible for the Foundation's finances
- Email us: [trustee@massbfoundation.org](mailto:trustee@massbfoundation.org)

# How Do I Raise Funds for my Board?



## **Funds can be generated by:**

Fundraising

Donations

Grants



## **Successful Fundraisers**

Crab Feast

Fun Runs

Super Bowl Boards

Golf Tournaments

Concerts

# Donations and Grants

## Donations

- Contact local chamber of commerce
- Reach out via letter, email, meetings
- Have a sponsor package/donor brief prepared

## Grants

- Use grant-finding tools
  - MD Non-profits
  - Governor's Office
  - Online tools