Passion Won't Pay the Bills Community Foundation of the Gunnison Valley April 5th, 2022

Presenters: David Clayton, Community Foundation of the Gunnison Valley Holly Conn, Mountain Roots Food Project Mike Horn, Crested Butte Mountain Heritage Museum

Community Foundation of the Gunnison Valley – "here for good"

Non-Profit Statistics (statewide)

From a 2018 Colorado Nonprofit Association study:

Total Nonprofit Employment:	167,663 (8% of private employment)
Total Nonprofits:	25,020 (registered with IRS)
Total Nonprofit Revenue:	\$29,574,600,000 (\$29+ Billion)
Total Nonprofit Expenses:	\$28,634,800,000
Total Nonprofit Assets:	\$58,184,500,000

Numbers seem vary high as this survey includes sectors of the nonprofit community such as hospitals and other health care services plus private educational entities, such as universities.

Non-Profit Statistics (Gunnison County)

From a 2018-19 CFGV study:

Total Employment:

891 (10% of private wage & salary employment)

Total Nonprofits:

100+

A majority of nonprofit jobs are considered seasonal or contractual in nature and of the respondents. Example, organizations with seasonal activities are heavily in this category. For "salaried", fulltime employees the survey reported 116.

How do we recruit and retain GREAT employees?

First, let's look at what makes differentiates For Profit and Non-Profit organizations.

Differences between For Profit and Non-Profit organizatons:

- For Profit Companies:
 - Works to grow the organization to maximize investment return to the owners
 - The organization is transaction oriented with the customer being the entity paying for service and receiving the service
 - While customer service is a key attribute, sales and profit are the end goal
 - Valued employees are those that enrichen the bottom line while serving the customer efficiently and effectively

• Non-Profit Companies:

- Works to grow the organization to maximize the level and scope of services to the greatest degree
- Organization can still be transaction oriented but may be service oriented with services not having a direct customer
- There are two "customers" one are donors that fund the organization and the other are the recipients of the service.
- Customer service and support are key
- Valued employees are those that enrichen the lives of the recipients of the service or the donors funding the organization

Community Foundation of the Gunnison Valley – "here for good"

How do we recruit and retain GREAT employees?

Now, let's look at what makes an employee a great fit for our organizations.

What drives employees?

- Physical (Food, Clothing, Housing, Healthcare)
- Price (higher wages and benefits)
- Place (community, recreation, cultural, environment, education, many others)
- Purpose (job accomplishment, feeling of doing good)
- Prestige (recognition, working at valued organization)

For Profit organizations want employees that want to maximize Price and Prestige, while Non-Profit organizations look to find employees that value Place, Purpose and Prestige

Community Foundation of the Gunnison Valley – "here for good"

Why we need to Compensate Correctly

Non-profits compete with For Profits and other Non-Profits for quality employees.

People need to be valued and feel honored. We need to understand that value and honor are both monetary and non-monetary needs. However, any employee needs to receive compensation that allows them to live in the "community" without having to make sever sacrifices.

Hiring, training and retaining employees can be costly but having high turnover or not being able to get quality employees can cost much more in money, time and effectiveness.

What is Driving the Pressure on Employee Compensation?

For several decades, inflation has been under control (ranging from 1.5-3.0% per year)

While housing is never cheap in a resort community, we are facing a severe shortage of availability and an extreme increase in property values.

One source for Gunnison County property values shows

- Overall Housing = 25.1% increase (YoY)
- •1 Bedroom = 8.0% increase (YoY)
- 2 Bedroom = 62.5% increase (YoY)
- 3 Bedroom = 2.5% increase (YoY)
- •4 Bedroom = 237.8% increase(YoY)
- •5 Bedroom = 50.0% increase (YoY)

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Inflation is Back

CPI change - Year over Year - 1915-2021 25.00% 20.00% 15.00% 10.00% 5.00% 2001-2020 average: 2.04% 0.00% -5.00% -10.00% -15.00%

1915-2021 average: 3.26%

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Erosion of Buying Power

How Long does it take for inflation to double the cost of goods:

2% inflation rate	35 years	(2001-2020 average % rate)
5% inflation rate	14 years	
7% inflation rate	10 years	(Current CPI % rate)
10% inflation rate	7 years	(Current PPI % rate)
13% inflation rate	6 years	(1979-80 Stagflation Peak)

How do we Develop Compensation Plan?

Let's look at 3 organizations that have done or are working to get and keep salaries of employees competitive within our communities so that they can attract and keep highly qualified and motivated people.

Mountain Roots Food Project

- Crested Butte Mountain Heritage Museum
- Community Foundation of the Gunnison Valley

Community Foundation of the Gunnison Valley – "here for good"



4.5.22

Passion Doesn't Pay the Bills

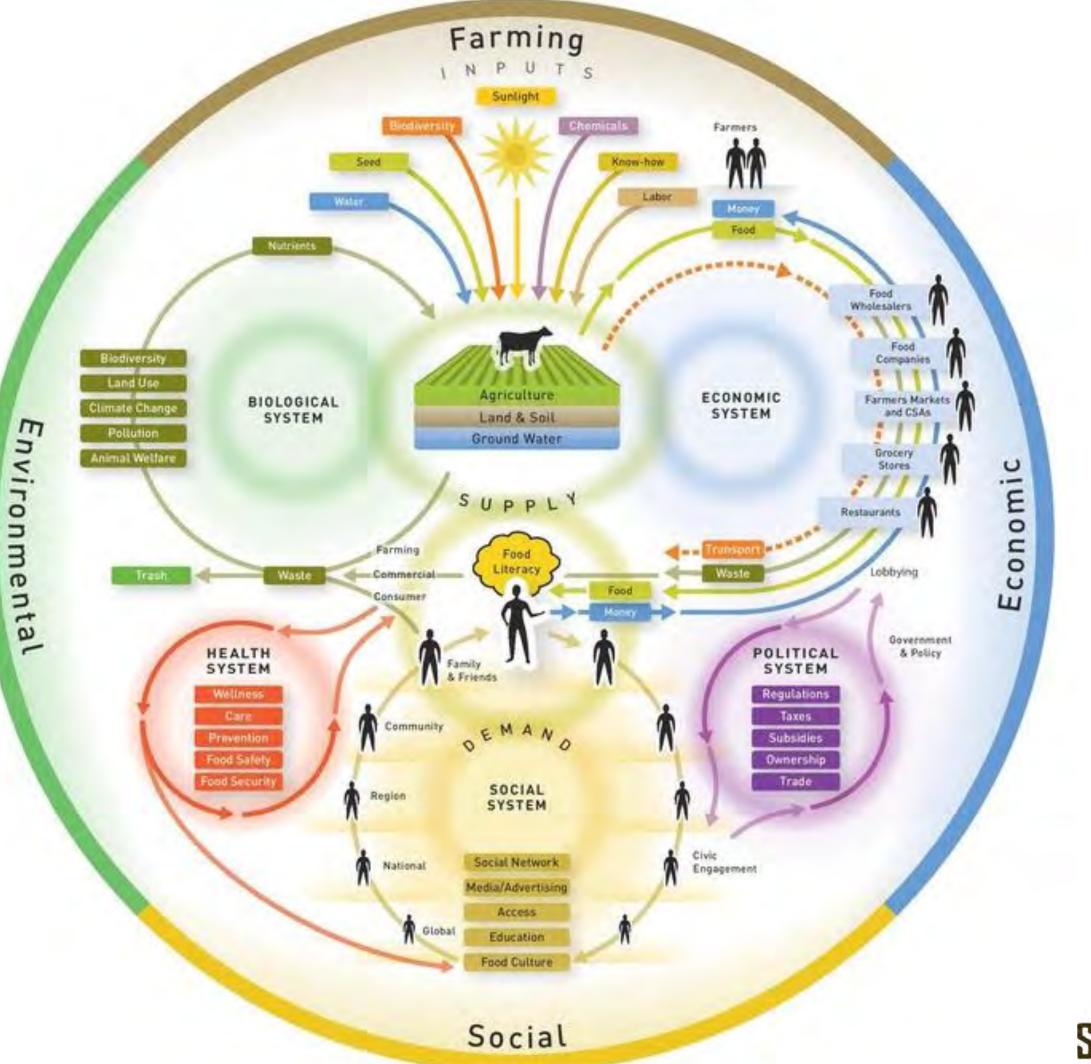


ACKNOWLEDGEMENT

when a restart and the first the start

Mountain Roots acknowledges, with respect, that the land on which we live, work, and play is the traditional and ancestral homelands of the Ute Mountain Ute tribal nations, the original stewards of this land.

The Future of Food ls...



The Future of Food Is...

EMPOWERING

rural Colorado communities to take an active role in:



Sustainable Local Food System

distribution

The Future of Food Is...

EMPOWERING

rural Colorado communities to take an active role in:

- Building food resources
- Restoring the environment
- Increasing health equity
- Reducing disparities
- Renewing connection to the land
- Prioritizing health of the individual,

our communities, & our planet

Socially Responsible

Environmentally Regenerative

Economically Viable

MOUNTA N ROOTS

FARM TO SCHOOL

FOOD SECURITY



HEALTHY FUTURES AMERICORPS

AGRICULTURE

\$750K

2021

Making it Happen People

> 40 Total Team

7+1 **Board of Directors**

16 **AmeriCorps Members**

> 17 Paid Positions

Board Of Directors

JOHN MEYER, President **BRIAN PUGH, Treasurer** DANA ZOBS, Secretary CASSIE PENCE, Events Chair PEGGY SCHRAMMEL, Fundraising Chair **KIM ALLEN** LYNN FROTESCHER +TRILBY CARRIKER, Finance Committee

. . .

. . .

Administration HOLLY CONN, Executive Director

RACHEL BRANHAM, Development Director **ELLIE-PENFIELD CYR**, Development & Marketing Associate (VISTA)*

Consulting **EMILY SMITH, Pinnacle Books** MARGAUX HELVEY, Fundraising

Farm to School LILY BRIGGS, Program Director **TRISHA LANGENFELD THEA BERGEN*** ELIZA FOLI* **EMILY GOBEL* EMA MUSLIC***

Agriculture

. . .

LEXI HUGHES, Program Director, Jan-June

Coldharbour Farm Crew: JENNIFER DEWS, Farm Manager* **GAVIN SCHMUCKLER* JONAS HANDT* EMILY OGDEN*** SARAH LESLIE* MALINA GAMBOCARO*

. . . **Glacier Farm Crew:** KARA WILLIARD, Farm Manager* **EMILY TYSINGER** RACHEL DICKSON JENNA KELMSER JACOB KRECKMAN **KAYLA HANSON**

Food Security KAELYN SCHULTZ, Program Leader (VISTA)* HANNAH RYCKMAN* **TYLER BLANKSTEIN* IZZY ROSENSTEIN*** EMELY BEIRA, MEM Graduate Student

Local Food Distribution Molly Mazel, CSA and LFPP Planning Grant

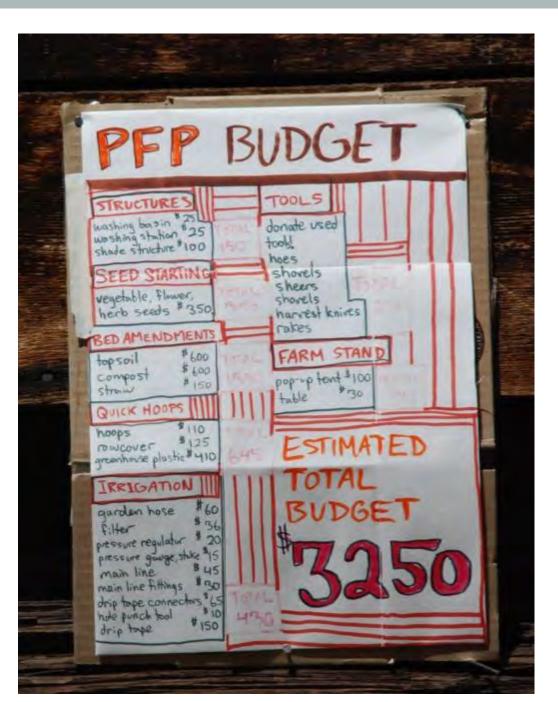
Healthy Futures AmeriCorps LYNDIE KENLON, Program Director LINDSAY DURANT, Program Assistant

Value Added Products & Farmers Markets **TYLER BLANKSTEIN*** NICK JORENBY



THEN 2010-2014

Org Budget \$3,250 -- \$32,000 Seasonal Operations All Volunteer 4 Plot Managers w/ stipends \$500 each Scarcity / shoestring mindset, reactive





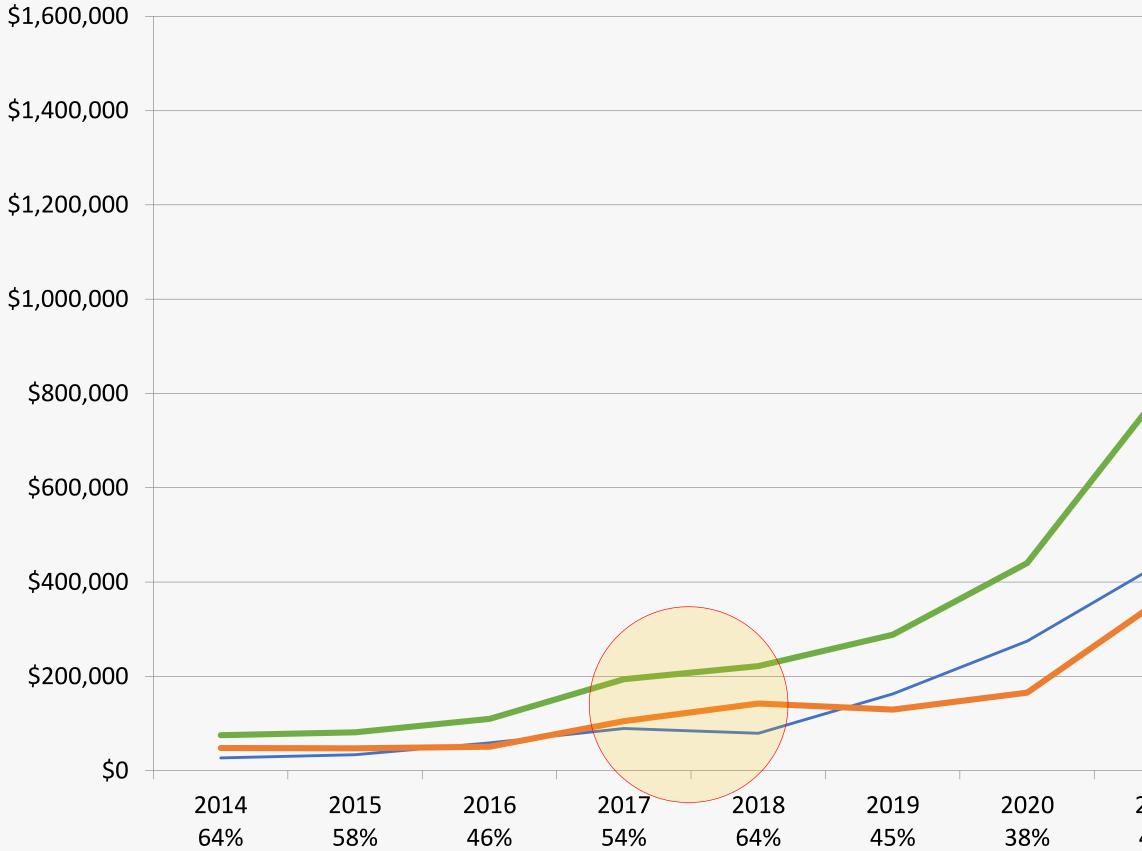
NOW 2022

Org Budget \$1.5M Year Round Operations 6 Leadership (Salaried) positions 4 Employees at hourly rates \$16-\$19 15-17 AmeriCorps Members Abundance / value-based / asset / investment mindset, proactive

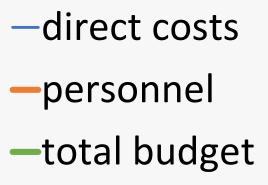




Budget | Personnel | Direct Costs

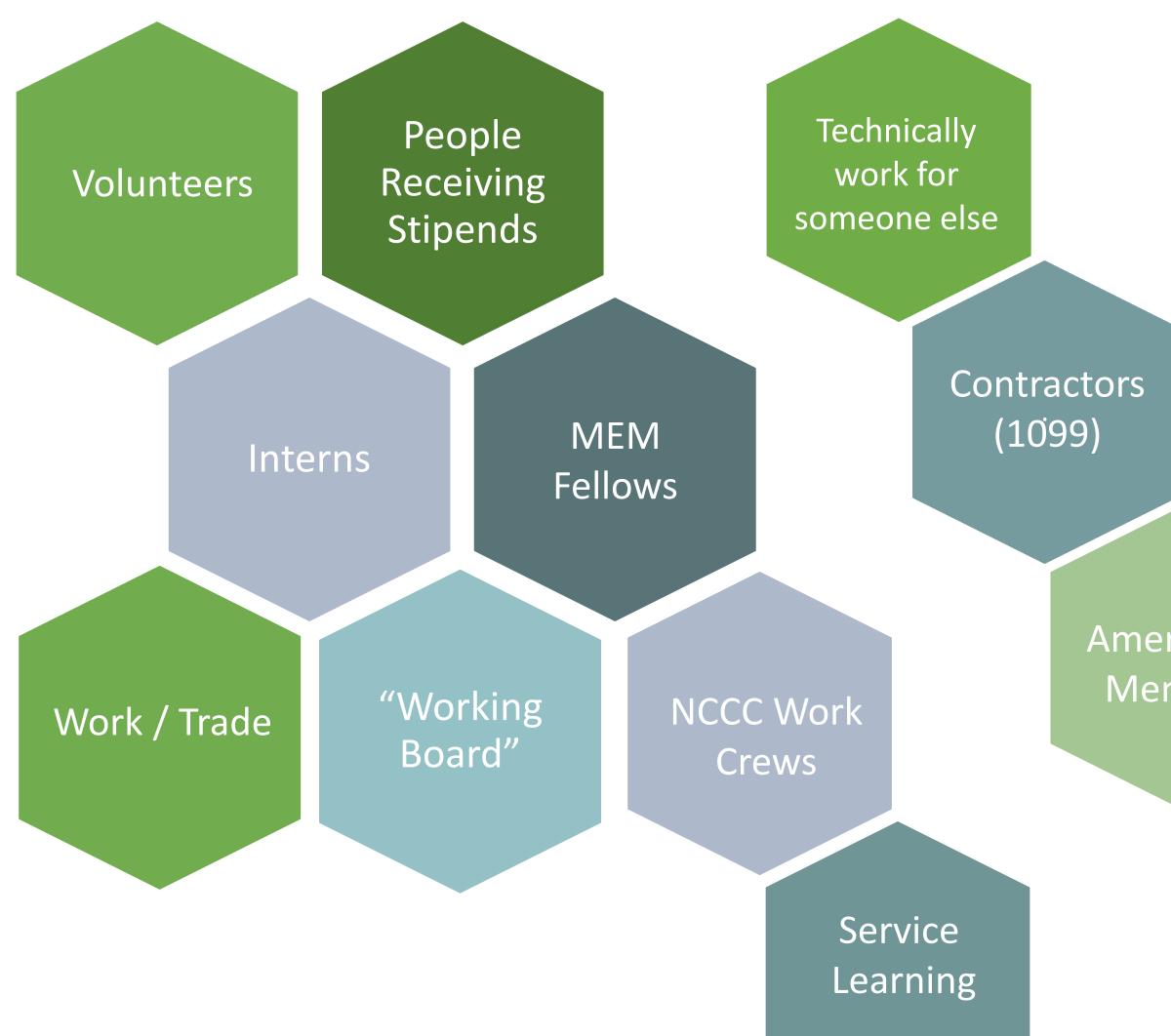






2021202245%60%





Part Time, Seasonal

Part Time, Year Round

Full Time, Seasonal Full Time, Year Round

AmeriCorps Members

Salaried Program Director

Consultants

MOUNTA N ROOTS

2016 STAFFING

—

ACTUAL PLAN		low		high
Holly Conn		23400		28000
Executive Director				
10 of 12 - or - 12 of 12				
Jenny Whitacre	\$	10,096.00	\$	12,016.00
Farm to School / EE Coordinat	tor			
\$15 / hr, 16-18h per week, ye	ar rour	nd		
Sierra Fairfield-Smith	\$	7,462	\$	8,050.00
CBCS Garden Manager + EE				
Sasha Legere	\$	5,502	\$	6,762.00
GCS Garden Manager + EE				
Natalie Berkman	\$	2,590	\$	2,590
Giving Garden + Summer Exp	erience	s GCS		
Mel Yemma	\$	5,096	\$	5,096
Elk Avenue Garden + Garden	team le	ader		
Danielle Petruzzelli	\$	8,000		8,000
VISTA March 1- March 1				
Urban Ag Intern	\$	2,000	\$	2,000
CB EE Intern	\$	1,500	\$	1,500
Food Systems Intern	\$	-	\$	-
Luisa Naughton, Kids Cook	\$	2,160	\$	2,160
		67 000 00		76 474 00
	\$	67,806.00	Ş	76,174.00

Budget: \$121,000 People \$79	9,860	Direct (Cost	s \$39,930
SCENARIO C	cost		bal	ance
			17	79,860
PRIMARY	4.15			
ED - Holly	\$	24,120	1	
10 months, 30h	-	_	\$	55,740
Events & Development		15,000		
.5 FTE			\$	40,740
F2S Program Manager		15,000		
.5 FTE			\$	25,740
Garden Coordinator		11,700		
.5FTE, seasonal May - Oct	-		\$	14,040
VISTA (runs farm and CSA)		8,000		
full time		_		
	-	ng this >		and the second
	for ev	verythin	g els	e
and we still need to pay			1	
school garden and EE staff	1		not	enough for paid sta
2 camp counselors	1.2			
kids cook instructors			1	
2-3 interns				



FROM THIS:

- Inconsistency & uncertainty
- High turnover / burnout
- Scarcity / shoestring mindset
- Extract value
- Reactive

TO THIS:

- Attract & retain good people
- Improve Performance, Engagement, & Satisfaction)
- Train Future Leaders
- Create Career tracks
- Abundance mindset
- Add Value
- Proactive





Salary

A16 · NEWS · Thursday, October 29, 2020



Mountain Roots finds fertile ground with national service

groups across the Hwy. 50 cor- at six locations: Delta County

Sam Liebl	ridor and created a foundation for more diversity, equity and	Schools, Community for Education and	
LIVING	EDUCATION	TOTAL	y, Valley Iontros <u>e, b</u> e
ALLOWANCE	AWARD		Junniso Huma
\$16,000	\$6,495	\$22,495	n Roo in th
	(\$	13.23/hr)	en pret in Iowa," fo
11 months	, full time, 1700 hours		ru and her

the national service program coordinated by Gunnison's Mountain Roots Food Project.

culture and food justice movements did not provide a clear

fellow members found themselves in COVID-19 lockdown path to increasing the number along with the communities

Gunnison Country Times

Courtesy

several of the members hired or the growing season have repared to leave the valley.

But already three memers have decided to return

rg cost: 10,000

our with ountain vith them a "multiunity serfor local

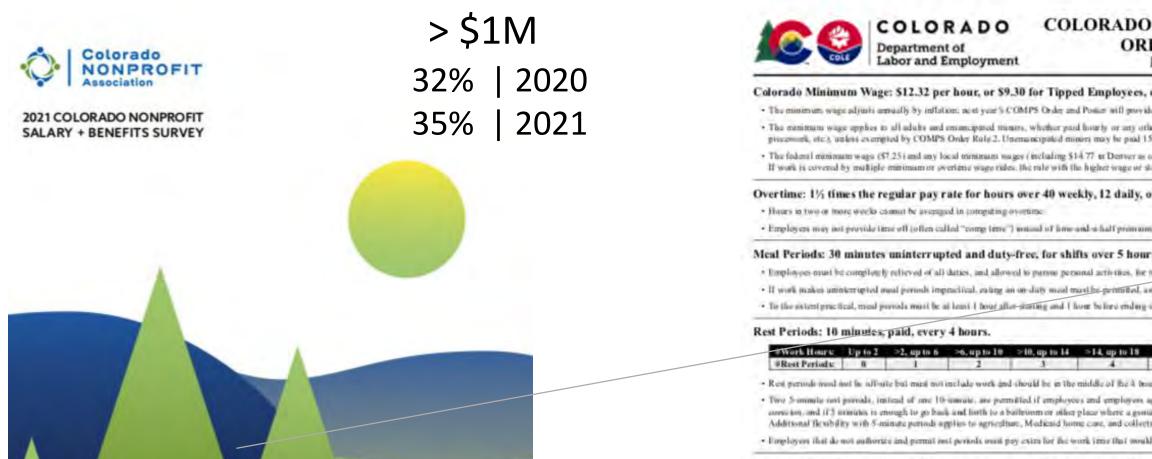
ood programs across a swath of iral Colorado.

(Sam Liebl can be contacted at 970.641.1414 or editor@gunnisontimes.com)



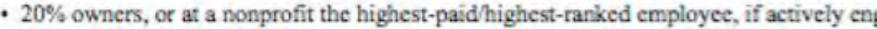






Colorado Minimum Wage: \$12.32 per hour, or \$9.30 for Tipped Employees, effective 1/1/2021. Deductions, Credits, & Charges from Wages: Subject to limits in C.R.S. 8-4-105 and below. . The minimum wage adjusts annually by inflation, next year's COMPS Order and Poster will provide the 2022 minimum wage. . Te credits of up to \$1.02 per how (lowering minimum wages to \$9.30) are allowed for those regularly, customarily securiting over \$30 per month in tips. If hearity pay plashps is below the full minimum ways, the employer must pay the difference . The minimum wage applies to all adults and emancipated minuts, whether paod hourly or any other basis isolary, commission, precoveril, etc.), and est exempted by COMPS Order Rule 2. Unemancipated minors may be paid 15% below the materians. · Moal credits are allowed for the cost or value (without employer profit) of a voluntarily accepted meal. The federal minimum ways (\$7.25) and any local minimum wages (including \$14.77 in Deriver as of 1/1/21) may also apply. * Lodging diductions are allowed only if housing is voluntarily accepted by the emphases, primarily for the employee's tost If work is covered by multiple minimum or overtime wage rules. the rule with the higher wage or standard applies. imployer's) bouilil, recorded in writing, and limited to \$25 or \$100 per work (depending on the housing type). · Uniforms that are unlinary clothes, without spacial material or design, aced and be provided, other uniforms must be provided at Overtime: 11/1 times the regular pay rate for hours over 40 weekly, 12 daily, or 12 consecutive. no cost. Employers must pay his any special charmag required, and manual require deposits or deduct for ordinary sour and uni-Exemptions from the COMPS Order: All listed in Rule 2; key exemptions listed below. · Employers may not provide time off (offen called "comp time") united of time and a half primaring for overtime hours. · Executives supervision, decision making administrative employees, and professionals (Bule 2.2, 1-3) paid the energy salary: Meal Periods: 30 minutes uninterrupted and duty-free, for shifts over 5 hours. 2024 Each Year After 2024 * Employees must be completely relieved of all dates, and allowed to pursue personal activities, he must personal to be unpaid \$40,500 \$45,000 \$50,000 \$55,000 Prior year's salary, inflation-adjusted . If work makes amore reported must present impractical, eating an on-daty must mast be germited, and the tene must be goal. 20% owners, or at a nonprofil the highest-paid highest-maked imployee, if actively angaged in management (2.2.5). . To the extent practical, must provide must be at least 1 here after starting and 1 here before ending chilte- Highly nucleoical computer-related emphayees (defined in 2.2.10). (Ppaid at least \$28.3% per hour · Various to residence workers, including property managers, mage workers, and camp outdoor education field suff (2.2.7)- Varian, but not all, types of salespersons (2.2.4.2.4.1, 2.4.2) and taxi drivers (2.2.6) >22 >18, up to 22 Certain medical transportation and borgital nursing home employees have modified overtime rules (2.4.4, 2.4.5). Downhill skit anotheout employees, including on-mountain food but not lodging, are eccent from 40-bour overtime (2.4.3). · Rest periods need not be all'site but must not include work and should be at the middle of the 4 bours to the extent practical. Agriculture (2.3) and nonice inamportations (2.8.6) tobs are exempt truns overtime and must periods, and have more Healble real- Two 5-minute out privide, instead of one 10-inmute, are permitted if employees and employees agree voluntarily and without periods (agriculture) or no (transportation) rost periods. sowe im, and if 3 minutes is enough to go back and forth to a bailstoom or other place where a gonume break would be taken. Additional flexibility with 5-minute periods applies to agriculture, Medicaid home care, and collectively forgained work. Complaint & Anti-Retallation Rights. · Employee that do not authorize and permit out periods own pay extra for the work time that would have been ron periods. . The Division of Labor Standards and Statistics (contact info at the bottom of this Poster) accepts complaints and tim as he law. Alternatively, employees may lik lawruits in souridivaluals with generational control over the only-Exemptions from the COMPS Order: All listed in Rule 2; key exemptions listed below. far purposes of expressl, interference, or otherwision, as to codings Division as complaints or atomynasus tigs- Executives/supervisors, decision-making administrative employees, and professionals (Rule 2.2.1-3) paid the exempt salary: singule and rule on complaints willout mining, reporting, r Wago Protectato Rule 4.8 and other apply cable in # Each Year After 2024 ok or manual. ually. Prior year's salary, mation onfact: inflation-adjusted 888-390-7936. 20% owners, or at a nonprofit the highest-paid/highest-ranked employee, if actively engaged in management (2.2.5). · Highly technical computer-related employees (defined in 2.2.10), if paid at least \$27.63 per hour. Various in-residence workers, including property managers, range workers, and camp/outdoor education field staff (2.2.7). Various, but not all, types of salespersons (2.2.4, 2.4.1, 2.4.2) and transportation workers (2.2.6). Certain medical transportation and hospital/nursing home employees have modified overtime rules (2.4.4, 2.4.5). Downhill ski/snowboard employees, including on-mountain food but not lodging, are exempt from 40-hour overtime (2.4.3). Agriculture jobs are exempt from overtime and meal periods, and have more flexibility as to rest periods (2.3). MOUNTA N ROOTS

Salary through 6/20	7/20-12/20	2021	2022	2023	2024
Equal to at least minimum wage for all hours	\$35,568	\$40,500	\$45,000	\$50,000	\$55,00





\$85

COLORADO OVERTIME & MINIMUM PAY STANDARDS ORDER ("COMPS Order") #37 POSTER **Division of Labor Standards & Statistics**

Effective January 1, 2021

Must be updated annually; new poster available 1st week of each December

SALARIES

Executive Director, CEO, President

Provides overall management, planning and leadership of the organization. Reports directly to the board of directors.

OVERALL	25th %ile	50th %ile	75th %ile	Avg.
Executive Director, CEO, President	\$84,500	\$112,892	\$147,270	\$126,377
BY REGION	25th %ile	50th %ile	75th %ile	Avg.
Denver Metro	\$96,113	\$120,000	\$150,000	\$132,245
El Paso	602 211	\$110.766	\$140.226	\$122.244

SALARIES

Development Director

Works with management to develop and implement fundraising activities within any or all of the following areas: annual giving, grantwriting, major gifts and fundraising events. May manage (directly or indirectly) staff members of the development department.

OVERALL	25th %ile
Development Director	\$66,500

PROGRAMS, GENERAL

BY FOCUS OF SERVICE

Rural Communities

Animal related

Larimer & Weld

Resort Town

Arts/Culture
Civic Improvement/Philanthro

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Education
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```
Environmental
```

```
Health/Mental Health
```

Human Services

```
Legal/Advocacy/Civil Rights
```

Other

\$10M+

Youth Development

BY ORGANIZATION BUDGET

Less than \$250,000
\$250k-499k
\$500k-999k
\$1M-2.49M
\$2.5M-4.99M
\$5M-9.99M

SALARIES

Program Director

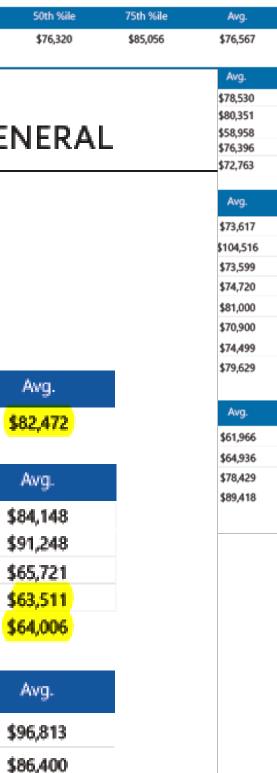
Manages one or more mission-related programs and program staff. Oversees all program related tasks and strategies. Evaluates the performance of programs and services. Develops and manages program budget. Supervises program staff.

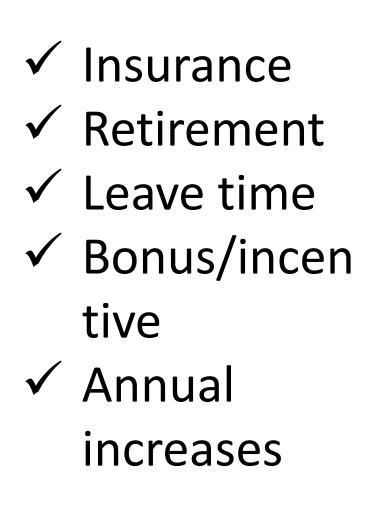
EXECUTIVE

OVERALL	25th %ile	50th %ile	75th %ile	
Program Director	\$66,238	\$80,000	<mark>\$94,392</mark>	4
BY REGION	25th %ile	50th %ile	75th %ile	
Denver Metro	\$66,238	\$74,230	\$93,026	1
El Paso	\$94,392	\$94,392	\$94,392	1
Larimer & Weld	\$54,250	\$66,788	\$72,644	1
Resort Town	\$57,563	\$60,799	\$70,625	1
Rural Communities	\$56,580	\$61,429	\$73,788	<u> (</u>

		\$
		\$
\$70,000	\$70,000	\$
	\$70,000	\$70,000 \$70,000

FUNDRAISING & DEVELOPMENT





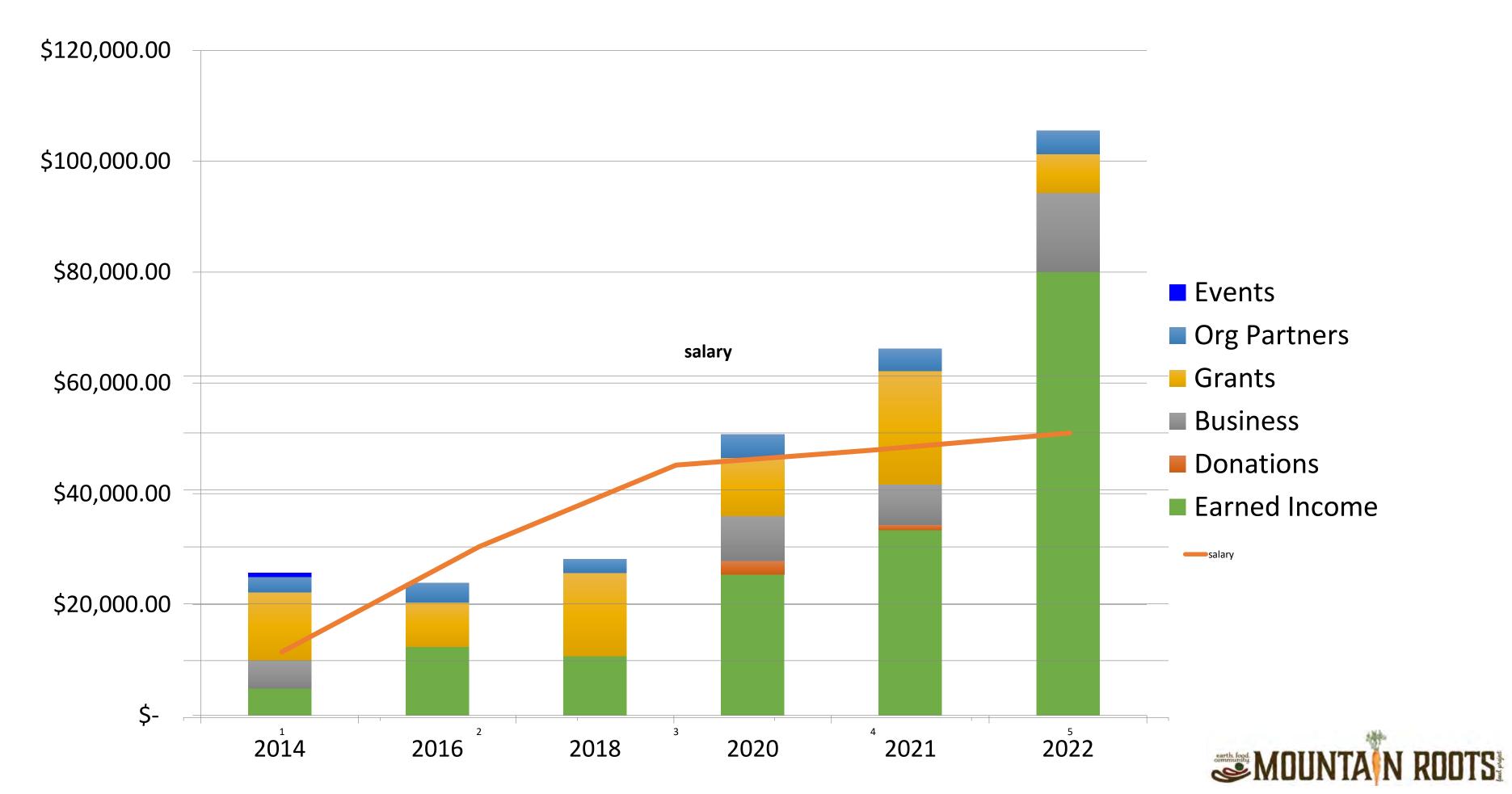


\$67,398

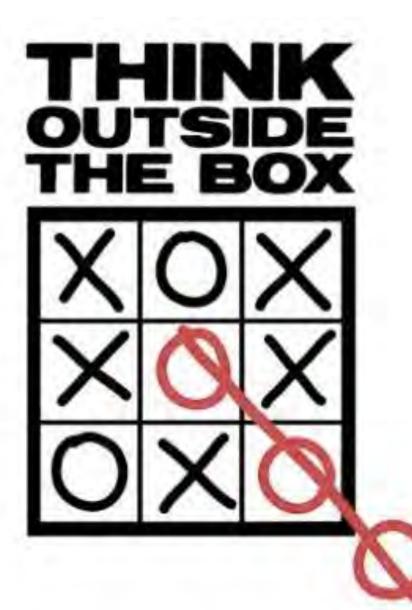
Case Study: Farm to School Program Personnel

	2012 \$7,660	2016 \$26,720 \$10,000	2018 \$39,000 \$10,600	2020 \$54,000 \$10,600	2022 \$76,366 \$17,500
Leader	10 hrs wk x 44 wks \$14	16-18 hrs/ wk x \$15/hr	"Contracted program manager" \$15,000	Employee, 0.75FTE At \$32,000 rate \$28,000	Program Director \$45,000 salary \$4,500 payroll exp \$2,250 benefits
Support Staff 1	Plot Manager 1 \$750 stipend	CBCS Garden + Env Ed, Seasonal \$7,462	CBCS Garden + Env Ed, Seasonal \$9,500	½ as AC \$1,040 ½ as employee \$8,040	2 FT AmeriCorps \$20,000
Support Staff 2	Plot Manager 2 \$750 stipend	GCS garden + Env Ed, Seasonal \$5,502	GCS garden + Env Ed, Seasonal \$9,500	2 FT AC 2 QT AC \$5,000	2 Summer AmeriCorps \$5,000
Interns		1 @ \$1,500	2 @ \$1,500 each	1 @ \$1,500	1 @ \$1,500
Kids Cook Instructor		1 @ \$14/hr (by the class) \$2,160			
Personnel Support Costs				Uniforms \$300 Gas \$250 Prof. Dev. \$350	Housing \$14,400 Uniforms \$400 Prof. Dev. \$1,000

Farm to School Program Revenue



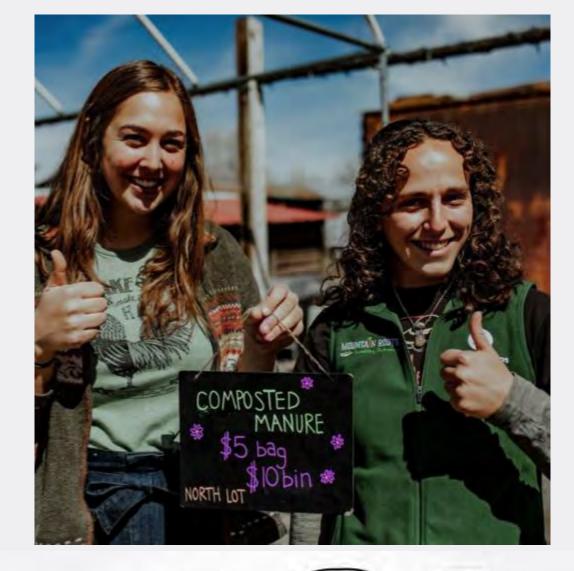




Investing in Leadership

- People not positions v. positions not people • Start with the WHY
- "Rising Stars" ... grow with you
- Invest in Relationships productivity increases with ulletcamaraderie
- Mix it up Lead w/ strengths Aces in their places
- Sequence: Elevate Key Positions First \bullet Add Value w/ Professional Development – formal,
- informal
- Expect them to add value, too, and deliver excellence
- Find out what is meaningful to them
- Go to bat for the staff, involve them in difficult either/or decisions
- Link staffing plan to strategic plan ullet







Funding Staff Positions At first...

- Consider contracts vs. employee Consider AmeriCorps and Fellowships Consider sharing employees to provide FT work

Then...

- Expand earned income models
- Include program staff in grant budgets, well in advance of hiring or growing the position
- Put staff in charge of their budgets and grant writing Hire "low" with a transparent trajectory, then work \bullet
- toward this together (long game)
- Raise \$ the year before (or more)
- Money isn't the only compensation. Creative benefits & perks - flex time, trust, food, yoga passes, birthday cakes. Certifications.
- Creative bonuses gift cards, "points"
- **Recover Indirect Costs in larger grants**
- Build indirect costs into direct costs



Challenges, Logistics, Considerations

- Bookkeeping and bank fees
- Labor Laws, COMPS act, timesheets, sick leave rules, etc.
- **Unemployment** (UEI)
- Benefits: Health Insurance, HSAs, Retirement
- Training & Onboarding, organizational culture
- Managing expectations after raising the bar annual increases, equity
- Career growth might mean outgrowing you
- More desks, more computers, more coffee, granola bars





"I find immense gratification in these... opportunities to meet people whose intentions and heart are in the right place. There is no complaining or resistance to the hard work, but a willingness to jump in and help achieve something that would otherwise be a huge lift for just a couple people. I [am] feeling accomplished, inspired, and happy to be a part of the Gunnison Valley community.

> - Kara Williard, **MEM Graduate Fellow Glacier Farm Manager**

Results

Happy people doing meaningful work Work life balance / lower stress Feel valued Increased camaderie, peer support, morale, motivation Increased engagement, investment

- = more productive
- = higher quality service
- = seek positive challenges
- = growth mindset
- = creative problem solving
- = loyalty
- = attract more talent



"I enjoyed doing something different every day and getting to help kids relate to and experience nature."

> - Eliza Foli, Farm to School Summer Educator

