

MEDIA RELEASE

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Merger Provides Energy for Minnesota Nonprofit Community

Minneapolis, Minn.

On Monday, October 2nd, Minnesota was introduced to **Propel Nonprofits**, the new name for the merged MAP for Nonprofits and Nonprofits Assistance Fund (NAF), which offers finance, strategy, and governance services for nonprofit organizations across the state.

MAP, the go-to nonprofit for accounting and consultancy, and NAF, a key source of financial expertise and loans among nonprofits, merged in January 2017, moved into shared new offices in June, and revealed their new name and website domain name (www.propelnonprofits.org) during a celebration at their new Riverplace offices.

"It's fitting that we landed here after the merger of two important nonprofit infrastructure-building organizations. Our new name, "Propel Nonprofits," makes it really clear what we do for nonprofits," notes Propel Nonprofits Board Member Bo Thao-Urabe, who is the Network Director for the Coalition of Asian American Leaders.

"Working with LEVEL, and their rigorous branding process, led us to the name Propel Nonprofits, which reflects our united purpose," says Propel Nonprofits President & CEO Kate Barr. "Our tagline is 'power your mission,' and that really describes our unified focus for the nonprofit community."

"As a community-building, network-based organization infused with creativity, story, and engagement at all levels, relationships with our partners are key. Going forward, the newly named Propel Nonprofits will be able to provide integrated resources for nonprofits, like Pollen, that truly need support in skills building, leadership, and perhaps most importantly, a shoulder to lean on," notes Jamie Millard, Executive Director for Pollen, who has worked with both MAP and NAF prior to the merger.

Over the last months while the organization has been blending operations, Propel Nonprofits continued to serve clients and partners, started new endeavors, and maintained existing projects.

"During the merger we've been able to keep serving our community; however, announcing the new name and launching the website in mid-November means we're official. Now we can build momentum around the collaborative services and deep resources Propel Nonprofits can provide Minnesota nonprofits now and into the future," says Barr.

“As a stakeholder from rural Minnesota, I couldn’t be more excited about the merger of these two incredible organizations,” says Scott Marquardt, Propel Nonprofits Board member and Vice President of Southwest Initiative Foundation. “Our new organization will align mission, expertise, and resources to help ensure that Minnesota’s nonprofit sector thrives into the future, and is positioned for success and sustainability in providing critical impact on people and communities statewide.”

Charlie Weaver, Executive Director of the Minnesota Business Partnership, is also looking forward to what lies ahead for Propel Nonprofits and the state.

“The business community relies on nonprofits as partners, especially the education and workforce organizations that are so critical to our future,” says Weaver. “By combining the deep expertise and resources of these two organizations, Propel Nonprofits is positioned to build resiliency in the nonprofit sector and strengthen Minnesota’s economy.”

ABOUT PROPEL NONPROFITS: On Jan. 1, 2017, MAP for Nonprofits merged with Nonprofits Assistance Fund resulting in Propel Nonprofits, an organization that closely links strategy, governance, and finance to support nonprofits throughout their organizational lifecycle. Propel Nonprofits powers nonprofits, providing expert training, collaborative guidance, and financial resources to help Minnesota organizations fulfill their missions. www.propelnonprofits.org

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