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**Support for MCF's Goodman Nonprofit Center Grows  
with \$1 Million Gift from Roots & Wings Foundation**

MADISON, Wis., Sept. 19, 2024 – The Irwin A. and Robert D. Goodman Nonprofit Center has moved one step closer to realizing its full potential for providing professional resources for nonprofit organizations in the Greater Madison area thanks to a new \$1 million grant from the Roots & Wings Foundation.

“This gift deepens the support of the philanthropic community for nonprofit capacity building in the region and brings us closer to realizing our full vision for the Goodman Nonprofit Center,” said Bob Sorge, Madison Community Foundation’s President and CEO. “We are deeply grateful to the Roots & Wings Foundation for its confidence in MCF and \$1 million commitment to ensure the Center thrives as a hub for learning.”

“We deeply appreciate all that the Madison Community Foundation does to support and nurture community-based organizations throughout Dane County,” said Roots & Wings’ executive director Shana Dall’Osto. “Our grant to MCF is an investment in the capacity of *all* the local nonprofits the Center will support as it grows and expands.”

**Providing a Forum for Training and Collaboration**

MCF currently is laying the foundation for the nonprofit center, which will be housed in a new suite of offices adjacent to MCF’s current offices in downtown Madison. “This central location makes meeting and collaborating easier for organizations that may be located throughout the Greater Madison area,” Sorge said. “Having space for collaboration and peer learning was one of several recommendations in a report authored by Andy Davey (MCF’s Director of Research & Advocacy) and Sharon Lezberg (UW Extension’s Community Development Educator) in 2021 called *Toward a Stronger Nonprofit Sector*.”

MCF announced its plans to launch the Goodman Nonprofit Center in May. Wisconsin is one of three states that does not have a statewide nonprofit association, so the Center will fill a critical gap in professional resources for nonprofit organizations in our community.

Nonprofits are essential to the well-being of the region and make up a sizable portion of the local economy – an estimated 11% of the workforce and billions of dollars in economic activity. The lack of a dedicated resource center leaves these organizations struggling to piece together the professional development resources they need to advance their missions and realize their full potential. The Goodman Nonprofit Center will help the field become more efficient and effective in the delivery of its programs and services.

## Programs and Resources to Enhance Nonprofit Excellence

Beginning in late 2025, the Goodman Nonprofit Center will launch the Goodman Fellows Program. This year-long program will focus on professional leadership development for a cohort of nonprofit leaders who will gather monthly, build relationships, and foster skills in finance, program evaluation, human resources, marketing, fundraising, and other topics.

Additional plans for the Center include hosting a free, online resource library providing curated materials on fundraising, board development, capital campaigns, finance and operations, advocacy, and impact investing. The online resource will provide a dynamic calendar of events and provide a way to learn about consultants who are experts in a variety of areas.

Future plans for the Center include adding additional professional leadership development cohorts; bringing nonprofits together to collaboratively apply for national and/or federal funding; identifying gaps and redundancies in strategic plans for organizations operating in similar parts of the nonprofit field; and identifying opportunities to create greater change at the policy level through advocacy.

MCF will launch a search for the Center's director in October.

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**About Madison Community Foundation:** MCF works with donors and nonprofit organizations to achieve its mission to engage Greater Madison in philanthropy to advance a more vibrant and equitable community. It serves more than 600 individual and 300 nonprofit fundholders, and in 2023, together with its fundholders, distributed \$12.5 million into the community. To learn more visit [www.madisongives.org](http://www.madisongives.org).

**About the Goodman Nonprofit Center:** Building on MCF's commitment to serving as a bridge between philanthropy and the nonprofit sector, the Goodman Nonprofit Center will support nonprofit organizations in becoming more effective, efficient and strategic in their work by offering training, resources and space for collaboration.

**About Roots & Wings:** Roots & Wings is a family foundation established in 2020 by Judy and Gordon Faulkner. Roots & Wings makes grants across the fields of healthcare, early learning, basic needs, and safety & justice. The Foundation supports non-profit organizations that help low-income children and families reach their full potential through prevention, early intervention, and in-depth programming that changes lives. More at [www.rootswings.org](http://www.rootswings.org).