When Johns Hopkins asked nonprofit leaders around the U.S. “What makes nonprofits special?”

They agreed on seven key values that set nonprofits apart:

- **Productive**
- **Empowering**
- **Effective**
- **Enriching**
- **Reliable**
- **Responsive**
- **Caring**

**Being caring is “very important” to nonprofits**

- **74% of leaders surveyed**
- **61% of leaders surveyed**

**MY ORGANIZATION EMBODIES BEING RESPONSIVE “VERY WELL”**

**Nonprofits are...**

**Community-focused**

- “For over 30 years, we have provided the only opportunity for audiences in small rural communities to experience live, professional, and original theater - at an unreasonably small cost.”
  ~ Theater leader

- “Our third grade youth concert is for our entire district. For our subscription concerts, we provide free tickets to senior citizens who, because of fixed incomes, would be unable to purchase a ticket to our concerts. We collect and donate food and new toys at specific concerts for our local agency who helps at-risk families, and at Christmas provide musicians for the local ministerial alliance’s annual Senior Citizen luncheon. We provide poinsettias that are delivered to Clients of Meals on Wheels in our community.”
  ~ Orchestra leader

**Serving underserved populations**

- “Our organization brings our early childhood program, Music Together, free to those that need it most: the children and families at Haven for Hope. *H4H* is dedicated to transforming the lives of homeless men, women, and children by addressing the root causes of homelessness through education, job training, and behavioral health services. Each week we watch and celebrate as music begins to touch their lives. We bear witness to the transformational experiences as parents discover a new relationship with their children and, if even for a few moments, find peace and joy in sharing this new bond together through music.”
  ~ Arts & Culture leader

- “One of our hospitals in Lewiston, Maine reached out to the Somali population and helped them integrate into the community through gardening, care clinics and hiring them after offering English as a second language class.”
  ~ Elderly Housing & Services leader

**Providing reduced/no cost programs to disadvantaged populations**

- “In our nonprofit senior center, we offer most programs at little to no cost to ensure access to all seniors in our community. Most centers in our county are run by municipalities and the fees for programs can be 2 to 5 times more than ours, which can limit access/benefit to low income seniors.”
  ~ Elderly Housing & Services leader

- “Regardless of public or private funding, all our services are provided at no cost to clients. We consistently develop programs and services that remove barriers for domestic violence victims rather than simply respond to the latest trend in grant making or public policy.”
  ~ Children & Family Services leader

---

**The Johns Hopkins Listening Post Project’s Nonprofit Renewal Conversation**

ccss.jhu.edu | @JHUCSS | facebook.com/JHUCSS

Source: Johns Hopkins Listening Post Project Nonprofit Values Sounding [bitly/pvalues].

Design by Chelsea Newhouse