


[Engineering](#) [Enthusiasts](#) [Company](#)

[Subaru Vehicles](#)
[Research & Reviews](#)
[MySubaru](#)
[Shopping Tools](#)
[Special Offers](#)


## Enthusiasts

[Overview](#) [Dear Subaru](#) [Drive Magazine](#) [Drive Performance](#) [Rally](#) [Partners](#) [Events](#) [Performance Tuning](#)
[HOME](#) [CURRENT ISSUE](#) [BACK ISSUES](#) [DEPARTMENTS](#) [CONTACT](#) [SUBSCRIPTIONS](#)
[> FALL 2009](#)

# IN THE COMMUNITY: THE NONPROFIT CENTER PROGRAM

## SUSTAINABILITY IN THE ECONOMIC DOWNTURN

"FOR 2009, WE FOUND THAT 68 PERCENT OF NONPROFITS HAD A REDUCTION IN INDIVIDUAL FUNDING, WHILE 56 PERCENT HAD A REDUCTION IN CORPORATE AND FOUNDATION FUNDING." - Laura Otten, director of The Nonprofit Center

Established in 1981, The Nonprofit Center is part of La Salle University's School of Business. Located in Philadelphia, Pennsylvania, it was created to help nonprofits strengthen their organizations, their boards, and their staffs to be better prepared to compete in today's world. The center provides workshops, educational programs, consulting, custom education, and training through the southern New Jersey, northern Delaware, and southeastern Pennsylvania area. The programs are designed to help nonprofits improve their management, governance, and operations so they are better able to fulfill their missions.

### SUBARU FUNDED WORKSHOP

In June 2009, the Subaru of America Foundation sponsored an economic-driven strategy workshop through The Nonprofit Center. The half-day session was free to the 120 attendees, consisting of management, board members, executive directors, and development directors. "Subaru just wanted to make this information available to as many nonprofits as possible," explained Otten.

The workshop focused on not only surviving the economic times, but on how to thrive - "Doing what we have to do now to survive, but in a manner that is



Local nonprofits that participated in The Nonprofit Center's program

going to allow us to be sustainable in the future," explained Otten. A panel of experts on topics ranging

included: National Multiple Sclerosis Society Greater Delaware Valley Chapter (top), AIDS Coalition of Southern New Jersey (middle), and Symphony in C (bottom).

from fundraising to finance, human resources, strategic planning, marketing, and governance provided the group with tactics, tools, and advice.

"The feedback from this workshop indicated that this information was valuable, incredibly helpful, and very useful," concluded Otten.

**Subaru in the Community**

Subaru of America, Inc. believes in supporting the communities in which its employees live and work. To that end, Subaru builds community partnerships with organizations that share its drive and passion. These organizations are primarily ones that enhance the academic learning experience for young people.

For more information regarding The Nonprofit Center, visit [www.lasallenonprofitcenter.org](http://www.lasallenonprofitcenter.org).

Read the Online Exclusive [In the Community: National Gardening Association](#).

Read more about Subaru in the community [here](#).

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