



*Because You're Not Alone*

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October 23, 2013

Walton College Undergraduate Curriculum Committee  
Sam M. Walton College of Business  
220 N. Ozark Ave.  
Fayetteville, AR 72701

Dear Curriculum Committee,

I am writing to express my enthusiastic support for a nonprofit minor at the Walton College. In my 15 years as a nonprofit director, I have done countless interviews and hired numerous employees, always looking for that best-fit person whom not only valued the organizational mission but also understood the unique benefits and challenges of working in the nonprofit industry. If I were to receive a resume from someone who had a business minor in nonprofit, she/he would shoot right to the top of my list of candidates.

Too often, I have seen passionate people in the nonprofit world who have lacked the business skills to keep the mission-driven work on a track of sustainability. Conversely, I have also seen folks who have transitioned from the corporate world into nonprofit management who have not been able to successfully navigate the distinctive bumps and curves of the nonprofit sector. And, unfortunately, I have personally seen nonprofit organizations crash and burn under both of these scenarios. Having a staff that inherently has a working knowledge of both the business and nonprofit worlds would make a huge difference in the success and sustainability of any nonprofit organization.

Empowering young business women and men to succeed in nonprofit management profoundly increases their marketability after graduation. More importantly, in my opinion, it greatly increases the likelihood of success and growth for those nonprofits who are lucky enough to hire these graduates. And this, of course, has a profound effect upon the clients and communities that these nonprofits serve. Now that's what I call a great return on your investment!

Sincerely,

Anne Shelley  
Executive Director

*Providing a safe haven of healing and hope to those affected by sexual violence  
and constantly working toward a safer future for all through education and awareness.*

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