Mission

The Dorothy A. Johnson Center for Philanthropy aims to be a global leader in helping individuals and organizations understand, strengthen, and advance philanthropy.

Vision

We envision a world with smart, adaptive, and effective philanthropy.

Values

- Excellence
- Inquiry
- Community
- Innovation
- Sustainability
- Integrity
- Inclusiveness
Key Areas of Work

Trusted Guidance for Doing Good

At the Dorothy A. Johnson Center for Philanthropy we believe that strong philanthropy builds resilient and vibrant communities. That is why our mission is to help individuals and organizations understand, strengthen, and advance philanthropy.

The Johnson Center takes a unique view of our sector: we see philanthropy as a vibrant ecosystem of donors, nonprofits, and funders, working together in pursuit of the common good. As a university-based center, we embrace an applied research agenda that both produces new knowledge and translates that research and expertise into useful, applicable resources.

This philosophy propels our scholarship, our community engagement, and our commitment to data-driven decision making. Our staff are leaders in the field, driven by a desire to support meaningful philanthropy through inclusive learning, frank exchange, and profound local impact. Our thought leadership and strategic convening are intended to strengthen the work of professionals and their organizations. And our commitment to empowering communities while engaging with global perspectives demonstrates our conviction that philanthropy is a fundamentally diverse and inclusive field. Through our values and our actions, we advance a world shaped by smart, adaptive, and effective philanthropy.

Capacity Building for Nonprofits

Nonprofit Services (NPS) works to strengthen nonprofits’ knowledge of how philanthropic actors mobilize resources, collaborate, define equitable roles, and develop leadership for the benefit of all. Through one-on-one, team, and community-wide strategic programming, NPS fosters a deeper understanding of the many roles that structural and human ecosystems can play in building capacity and resiliency for communities, organizations, and individuals.

Research for Community Impact

The Community Research Institute (CRI) combines expertise in social science, technology, and community engagement to deliver high quality research that empowers organizations and individuals to achieve informed impact in communities. CRI’s research identifies needs, inequities, and resources; guides strategies for intervention; measures progress over time; and ultimately helps change-makers maximize impact. CRI also develops customized online tools to help community stakeholders visualize and better understand changing dynamics over time.
Globally-Minded Education for Grantmakers and Donors

The Institute for Foundation and Donor Learning (IFDL) uses applied research, writing, publishing, and organizational and professional development programs to identify and address emerging needs and trends in giving. Through programs like The Grantmaking School, and a wealth of digital resources, IFDL supports and advances effective philanthropy with a global perspective.

- Over 60 content partners contribute to LearnPhilanthropy, an online information exchange designed to help grantmakers dig into the field and improve their work.

- The Grantmaking School offers beginning and advanced courses in the art and science of grantmaking, with opportunities for customized training.

- The Foundation Review, the nation’s first peer-reviewed journal of philanthropy, showcases rigorous sector research, field-tested tools, evaluation results, and insightful reflections on the practice of philanthropy around the world. Periodic themed issues offer deep dives into emerging trends and topics of significance to the field.

An Applied Approach to Philanthropy

The Johnson Center conducts groundbreaking, applied research on both emerging and perennial issues in the sector, and contributes to philanthropic thought leadership on an international scale. Our research, writing, speaking, and teaching are always done with an eye toward using knowledge to improve philanthropic practice. Our first-of-their-kind endowed chairs, the Frey Foundation Chair for Family Philanthropy and the W.K. Kellogg Community Philanthropy Chair, apply their deep expertise in these specialized areas to a range of our programs and field engagements.

Developing the Next Generation of Leaders in Philanthropy

The Johnson Center is proud to play a central role in preparing emerging practitioners to pursue distinguished careers in the nonprofit sector. Alumni of our student positions, graduate assistantships, and fellowship programs are at work today at nonprofits, foundations, and public entities across the country, carrying forward the philosophy of servant leadership and embracing the pursuit of smart, effective philanthropy.

Information and Insight for the Field

Information alone can be insufficient to strategically address the needs and opportunities in philanthropy — it requires context and insight. By combining expertise in grantmaking, nonprofit capacity building, and research best practices, the Johnson Center is strategically positioned to consider the social sector as a whole. As a center of excellence, we share insights and foresights on the influences, frameworks, and facts that continue to shape our sector now and in the future.
Our Guiding Beliefs

- Philanthropy is an ecosystem of people and institutions that includes donors, funders, and nonprofits.
- Philanthropy works to strengthen communities and advance the common good through private and collective action.
- Philanthropy is a diverse and inclusive field, and often engages closely with business and government.

Our Strategic Priorities

**Understand Philanthropy**
Understand philanthropy by articulating and pursuing an applied research agenda that empowers community problem solving and builds upon our expertise, while informing both philanthropic scholarship and practice.

**Strengthen Philanthropy**
Strengthen philanthropy by developing resources and services that demonstrably improve the skills and knowledge of individuals and organizations.

**Advance Philanthropy**
Advance the thinking of philanthropy scholars and practitioners by identifying trends, developing tools, articulating strategies, and disseminating concepts and frameworks.

**Global Perspective**
Incorporate a global perspective to respond to the ever-changing field of philanthropy and its emerging markets by staying grounded in and informed by our work with communities.

**Organizational Sustainability**
Ensure our enduring impact by securing and stewarding the human, financial, and intellectual resources necessary to support the organization’s mission.
Approved Fonts & Color Palette

Gotham
Preferred sans-serif font
Best for headlines, body copy, and web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Thin
Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

Gotham Thin Italic
Gotham Light Italic
Gotham Book Italic
Gotham Medium Italic
Gotham Bold Italic

Corda
Preferred serif font
Best for body copy and print pieces

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Corda Extra Light
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Corda Regular
Corda Medium
Corda Bold

Corda Extra Light Italic
Corda Light Italic
Corda Italic
Corda Medium Italic
Corda Bold Italic

Roboto Slab
Use sparingly
Best for headlines and web graphics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

PRIMARY COLORS

GVSU BLUE
100 / 45 / 0 / 26
0 / 101 / 164
#0065a4 / PMS 301

CORAL
0 / 81 / 83 / 1
237 / 87 / 58
#ed563a

LIGHT BLUE
42 / 0 / 12 / 13
126 / 189 / 199
#7dbdc7

BERRY
8 / 100 / 81 / 36
154 / 13 / 36
#9a0c24

ACCENT COLORS

WARM GRAY 6
10 / 10 / 13 / 32
165 / 162 / 159
#a5a29f

GREEN
84 / 21 / 58 / 4
0 / 145 / 127
#00907f

PLUM
63 / 83 / 41 / 31
91 / 54 / 85
#5b3655

GOLD
0 / 46 / 98 / 0
249 / 155 / 32
#f99b20
Logo Requests
All requests for logos or branded artwork/graphics, or questions about usage, should be directed to Karen Hoekstra, Marketing & Communications Coordinator.

Johnson Center Logo

Sub-Brand Logos
Social Media

fb.com/JohnsonCenter
@JohnsonCenter

fb.com/LearnPhilanthropy
@LrnPhilanthropy

fb.com/OurStateOfGenerosity

bit.ly/JohnsonCenterLinkedIn

bit.ly/JohnsonCenterYouTube
Brand Resources

Branded Templates on the L Drive
\office\dfs\Philanthropy-Data\JCP\TEMPLATES

Johnson Center Brand Web Page
http://johnsoncenter.org/brand

GVSU Writing Standards
www.gvsu.edu/identity/writing-standards.htm

GVSU Visual Identity
www.gvsu.edu/identity/visuals-84.htm

GVSU Logo Use & Standards
www.gvsu.edu/identity/grand-valley-logo-20.htm

Referring to the Johnson Center by Name
The first mention of the Johnson Center in a publication or presentation should always be with our full, formal name: the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University. After the first mention, “the Johnson Center” may be used.

Do NOT use the JCP acronym other than internally and informally, among fellow staff and students.
Editorial Style Guide

This guide provides the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University, and contributors to The Foundation Review, with a source for uniform style, punctuation, and usage rules.

- *The Associated Press Stylebook* is the primary authority for style points not addressed here.
- *The American Psychological Association Formatting and Style Guide, 6th Edition,* is the primary source for citation format and for any style issue not addressed by AP or JCP style guides.
- *Mathematics into Type,* by Ellen Swanson and Arlene O'Sean, should be consulted for questions about putting mathematical expressions into manuscript form.
- *GVSU Writing Standards* online guide should be consulted for all university publications.

**REFERRING TO THE JOHNSON CENTER**

First mention in a publication or presentation: **Dorothy A. Johnson Center for Philanthropy at Grand Valley State University.** After first mention, the Johnson Center may be used. Do NOT use the acronym JCP other than internally, among fellow staff and students.

**CONTACT INFORMATION**

addresses
In numbered addresses, abbreviate Ave., Blvd., St., etc. as well as directional cues. Do not use periods in SE, NW, etc. If it is not a numbered address, spell out and capitalize the full street name.

e-mail signature
Line 1 Your Name
Line 2 Your Title, Program Area
Line 3 Dorothy A. Johnson Center for Philanthropy
Line 4 Grand Valley State University
Line 5 201 Front Ave. SW, Suite 200, Grand Rapids, MI 49504
Line 6 Tel: 616-331-xxxx, Fax: 616-331-7592 (optional)
Line 7 Your Email Address (optional)
Line 8 johnsoncenter.org
Line 9 fb.com/johnsoncenter (optional)
Line 10 @johnsoncenter (optional)
Line 11 Program Area Webpage, e.g. www.thefoundationreview.org (optional)
Line 12 Johnson Center logo

If you decide to put any of the optional fields in your signature, please keep them in the order listed above.

phone numbers
Do not place area codes in parentheses: 616-331-2221; 800-748-0246

states
• **STANDING ALONE:** Spell out the name of any U.S. state when it stands alone in textual material.
• **EIGHT NOT ABBREVIATED:** The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.
• **ABBREVIATIONS REQUIRED:** Use the state abbreviations listed below in conjunction with the name of a city, county, town, village, or military base. (postal code abbreviations in parentheses):

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**STATISTICS**

**measurements**
- Spell out units of measure: foot, yard, quart.
- Metric units acceptable; use American equivalent in parentheses if metric is given.

**money**
Use figures and the $ sign in all cases: $4, $24, $500, $1,000, $650,000, up to the millions level. Then use up to two decimal places and the word for the amount, e.g. $2.35 billion.

**numerals**
- Spell out numbers to start a sentence, except calendar years. Eleven years ago...
- Spell out in figurative uses: He walked a quarter of a mile.
- Spell out whole numbers below 10; use figures for 10 and above. In a series, guidelines don’t change: They had 10 dogs, six cats, and 97 hamsters. There are six four-room houses, 10 three-room houses, and 12 10-room houses.
- Use figures for ages of animate objects: A 3-year-old girl; the cat was 3 years old; the 3-year-old and I. Spell out ages of inanimate objects: the eight-year-old law.
- ORDINALS: spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th, use figures.
- Use 1st, 2nd, etc., when the sequence is used in forming names. Principle examples are geographic, military, and political designations such as 1st Ward, 7th Fleet, 1st Sgt.
- Use figures for dimensions: A 4-foot fence; the storm left 7 feet of snow; he is 6 feet 2 inches tall.

**statistics**
Spell out statistical terms in prose on first reference.
- \( p < 0.01 \)
- \( F(1, 123) \).
- \( n = 45 \).
- \( r \), \( R^2 \), \( df \).
- \( M = 46.24 \), \( SD = 11.09 \).
- \( ps \); \( Fs \) [for plurals].
- one-tailed \( t \) test.
- Type I error; Type II error.
- Student’s \( t \) test; Mann-Whitney \( U \) test.
- \( t \)-test results; results from \( t \) tests.
- chi-square test in prose; \( X^2 \) test parenthetically or in statistical situation.
- Parenthetically and in statistical situations, do not define statistical abbreviations.
- Define statistical abbreviations in tables in acronym line; and define in figure caption if used in figure.

**times**
Use figures except for noon and midnight. Use a colon to separate hours from minutes and periods for a.m. and p.m.: 11 a.m., 1 p.m., 3:30 p.m., 9–11 a.m., and 9 a.m. to 5 p.m.
- Spell out units of time: second, minute, day, week, month, year.

**dates**
- DECADES: Use an apostrophe to indicate numerals that are left out; show plural by adding the letter s: The 1890s, the ’90s, the 1920s, the mid-1920s, roaring ’20s.
- Capitalize the names of months. When a month is used with a specific date, abbreviate (if necessary) only Jan., Feb., Aug., Sept., Oct., Nov., and Dec.
- Abbreviate days of the week and months using first three letters (with no period) for tabular material if needed to save space.
- SEASONS: do not capitalize seasons unless they refer to specific times or are proper names: Fall 2017 semester, Winter Olympics, I love fall.
VOCAULARY and WORD USE

advisor, not adviser

adopt, approve, enact, pass  Amendments, ordinances, resolutions, and rules are adopted or approved. Bills are passed. Laws are enacted.

article  Use article, not paper: “In this article...”

chairman, chairwoman, chair

data  A collective noun that takes the singular when treated as a unit and plural when referring to individual items. A unit: The data is sound. Individual items: The data were carefully collected.

data-driven decision making, not decision-making or decisionmaking

e-mail, not e-mail

faculty  Singular: The faculty here is great.

fieldwork  (n., adj.)

full time, full-time  Hyphenate only when used as a compound modifier: He has a full-time job. She works full time.

fundraising  (n., adj.)

grantmaker, grantmaking

growth

health care  Two words, no hyphen as an adjective: The health care initiative was unpopular.

homepage

nonprofit, not non-profit or not-for-profit

online, not on-line

peer review  (n.), peer-reviewed  (adj.) The editorial is not subject to peer review. The peer-reviewed journal...

person of color, people of color  Preferred term to refer to a person or group of people who are other than Caucasian.

percentages  Use digits and percent for percentages; use leading 0 for percentages less than one: 4 percent, 0.6 percent

policymaker

resume or résumé, not resumé

web page, website, web-based

worksite  (n., adj.)

PUNCTUATION

abbreviations and acronyms  Re: AP Stylebook – “A few universally recognized abbreviations are required in some circumstances. Some others are acceptable depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.”

academic degrees  Use periods, B.A., M.A., Ph.D., bachelor's degree, master's degree, doctorate. Preferred: She has a bachelor's degree; He has a Bachelor of Arts in journalism. NOT: She has a B.A. in journalism.

academic majors  Lowercase except for English and foreign languages.

ampersand  Acceptable only if part of a proper name: Johnson & Johnson

ANOVA, ANCOVA  Spell out in prose on first reference: analysis of variance, analysis of covariance

colon  Use it to introduce a list only if what precedes the colon is a complete sentence.

comma  Serial/Oxford comma is used: The flags were blue, green, red, and white.
composition titles
• Italicize book titles, magazines, newspapers, websites, etc.
• Place quotation marks around the titles of articles, chapters, etc., that appear within those publications or sites.
• Capitalize principal words, including prepositions and conjunctions of four or more letters.
• Capitalize an article (the, a, an) or words of fewer than four letters if it is the first or last word in a title.

em dash (—)
Use spaces around em dashes in sentences: Most newspapers — and all that follow AP style — insert a space before and after the em dash. (Alt code 0151)

en dash (–)
Use without spaces to represent a span or range of numbers, dates, or time: The 2010–2011 season was our best yet. You will find this material in chapters 8–12. The workshop runs from 9–10 a.m. (Alt code 0150)

footnotes
Use for supplementary information only. Use Microsoft Word footnote function, called out using superscript numbers. The Johnson Center uses APA style with parenthetical, in-text citations.

hyphenation (-)
• Use hyphens when not using them would cause confusion.
• Community-based change or community change initiative
• Use hyphens, not dashes, in open or hyphenated compounds: health care-related dilemma
• After a verb form of “to be,” compound modifiers usually retain the hyphen to avoid confusion: The woman is quick-witted.
• He is an Italian American (noun), She identifies as African-American (adjective).
• Avoid double vowels (even if acceptable in the dictionary), triple consonants: pre-election, bell-like, anti-intellectual
• Retain hyphen if word that follows starts with a capital letter, a digit, or is an acronym or abbreviation.

period
Do not use between capital letters, except in academic degrees or in U.S.

school and department names
Uppercase: the School of Psychology; modifiers are lowercase: department Chairman Paul Lane.

spaces
Use one space between sentences, not two.

text list
• Bulleted lists are acceptable; format and punctuate as noted here:
• If list is composed of incomplete sentences: Text here: (1) more text, (2) still more text, and (3) last of text. Use semicolons as necessary.
• If complete sentences: Text here: (1) More text. (2) Still more text. (3) Last of text.
• Outline lists are acceptable, punctuate as noted above, format as follows:
  1. Type should be indented on the second line, as is shown here.
  a. Type should be indented on all subsequent lines, as shown here.

titles
Abbreviate before full names on first reference: Dr. Jane Jones, Gov. Steve Smith, Sen. Mary Martin. On second reference, use last name only or use full spelling of title: the doctor, the governor, the senator.

Johnson Center Ph.D. staff, use full name and credential on first mention, the Dr. Last Name after that: Erica Czaja, Ph.D. is the director of the Community Research Institute. Dr. Czaja joined the Johnson Center in 2017.

Titles are uppercase when they precede a name — Executive Director Kyle Caldwell — and lowercase when they follow a name: Kyle Caldwell, executive director of the Johnson Center

United States, U.S.
Use periods when abbreviating: U.S.

URLs
Use www if needed; do not use http://