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# Parkinson: Collaboration key to nonprofit success

**Wichita Business Journal - by Josh Heck**

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Gov. Mark Parkinson says the long-term viability of the nonprofit sector depends on organizations working together to provide collaborative services.

If nonprofit organizations band together, he says, it gives them a more unifying voice, which can help with public policy decisions, such as funding.

It also creates a synergy among service providers, he says.

"Collectively, you can be stronger and better than you are individually," Parkinson says.

Parkinson was the keynote speaker during the Nonprofit Chamber of Service's third annual "Neighbor Helping Neighbor Appreciation Breakfast" at Wichita State University.

Nonprofit success, Parkinson says, also depends on the help of volunteers and philanthropic giving to help organizations carry out their missions.

"You can make a positive difference," Parkinson says.

Having spent time in the nonprofit sector, Parkinson says he understands the challenges organizations face when they are asked to provide more services with less money. That's why he and some members of the Kansas House and Senate fought during the Legislative session to keep budget reductions from cutting any deeper into nonprofit organizations, he says.

Parkinson this year backed a one-cent sales tax increase to help balance the state's budget.

The governor says the sales tax increase doesn't put an end to the challenges nonprofits face.

Organizations, he says, still are being asked to provide more services despite declining revenues and donations.

"That is a potentially daunting task that you are going to face," Parkinson says.

Following his speech, the nonprofit chamber recognized Parkinson for his contributions to the nonprofit sector.

"We thank the governor for assisting us in reaching the community," says Perry Schuckman, executive director of the nonprofit chamber.

Schuckman says Parkinson has provided essential leadership to keep nonprofit organizations from falling through the cracks.

Parkinson will become the president and CEO of the Washington, D.C.-based American Health Care Association and National Center for Assisted Living when he leaves office in January.